SEPTEMBER 10, 1956 35c PER COPY

BROADCASTING TELECASTING

COMPLETE INDEX
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25TH year

16% more viewers per rating point!

The dominant station serving Richmond, Petersburg and Central Virginia

	Number of TV homes in Grade B area	TV homes per rating point projected to Grade B area
WXEX-TV	205,000	2,050
STATION B	175,400	1,754
STATION C	174,800	1,748

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

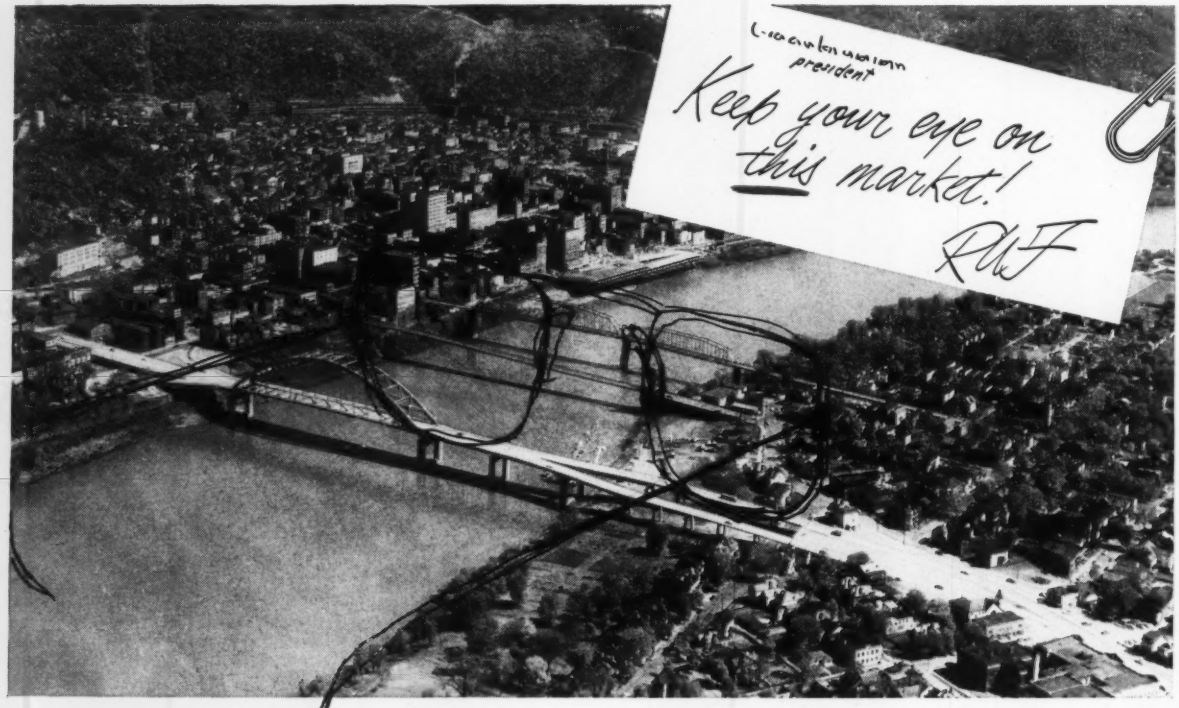
Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington. Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

BUSINESSWEEKLY OF RADIO AND TELEVISION



The Wheeling Market is one of the fastest growing markets in AMERICA

The Magazine of Wall Street says "In this Valley of the Ohio history is being written." Fortune observes, "... the Ohio boom is still in its infancy." For YOU it means increased sales by using the dominant advertising medium in this rapidly-expanding industrial heartland, WTRF-TV, Wheeling.

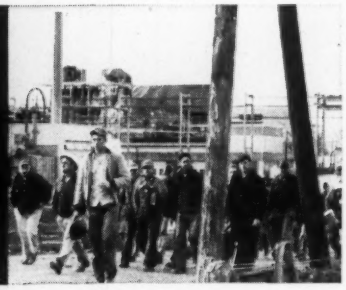
boom! Boom! BOOM!

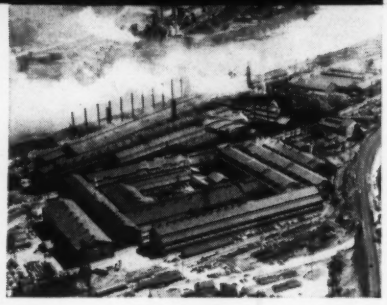
The Wheeling Steel Corp., nation's 10th largest, announces sales (first six mo., 1956) up 21% over same period, 1955; total, $144,000,000! Her 15,000 employees turned out 1,120,591 tons of steel at 105.5% of rated capacity.

"a station worth watching"

WTRF-TV

Wheeling 7, West Virginia





For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Cedar 2-7777.

NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!

1/4 OF TEXAS
The buying power of the market area represents over 25% of the buying power of the entire state. KGUL-TV's area includes Galveston, Houston and the rich Texas Gulf Coast.
NEW SUPER TOWER
KGUL-TV's new super tower is bringing a stronger signal and improved picture to thousands of additional gulf coast families. And KGUL-TV is the only station delivering primary city service to both Galveston and Houston.
IN FIRST PLACE AGAIN
KGUL-TV is top preference in prime time*
• most popular night time program
• largest average audience
• highest in quarter hour firsts . . . more than other stations combined
Source: ARB, July, 1956
* 6 P.M. to Midnight — 7 days
CBS
gul TV

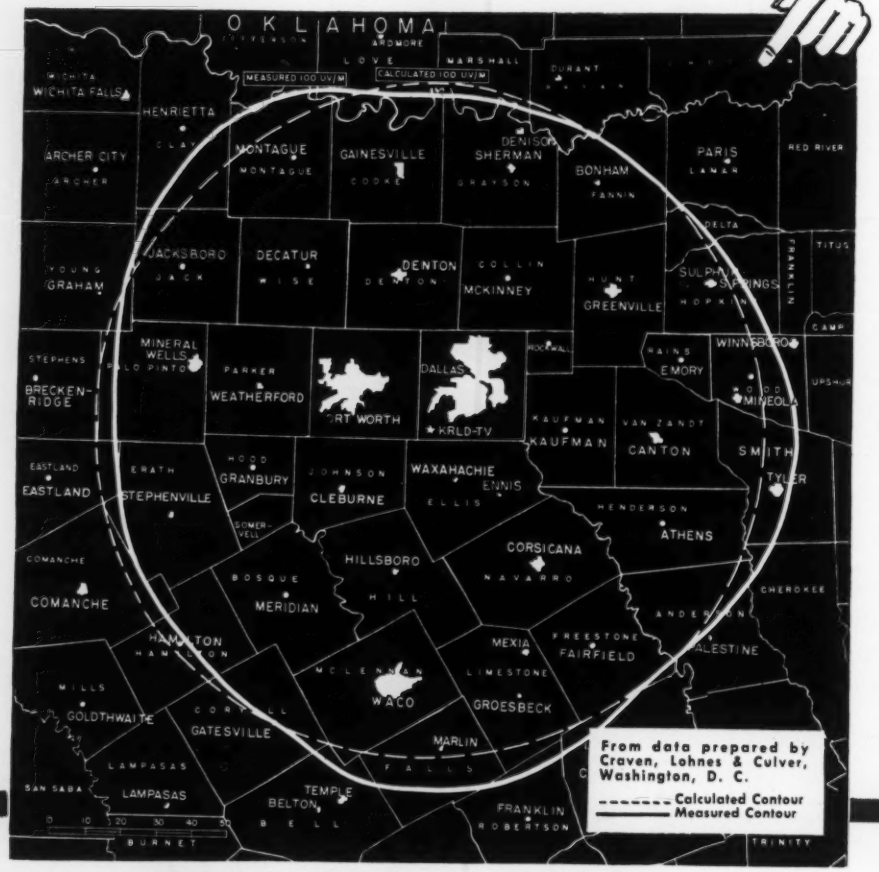
Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

1521 FEET

There's More Coverage on Channel 4 THAN WE THOUGHT!

We knew from engineers' calculations that KRLD-TV's maximum-powered Channel 4 signal, beamed from atop Texas' tallest tower, covered more area than any other Texas TV station . . .

Now *measured* contours give us even more coverage than we thought. The 100 uv/m line of KRLD-TV embraces 28,935 square miles of the wealthiest, most progressive, most densely populated area of Texas, including the booming metropolitan areas of both Dallas and Fort Worth. No other TV station in Texas gives you as much coverage as KRLD-TV.



KRLD-TV Channel 4 Dallas

THE *BIGGEST* BUY IN THE *BIGGEST* MARKET IN THE *BIGGEST* STATE

OPERATING ON MAXIMUM POWER FROM ATOP TEXAS' TALLEST TOWER

Owners & operators of KRLD — the only full-time 50,000 watt radio station in the Dallas-Fort Worth area — The Dallas Times Herald Station, Herald Square, Dallas.

JOHN W. RUNYAN — *Chairman of the Board*
CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit®

NO HURRY • Sylvester L. (Pat) Weaver Jr., who quit as NBC board chairman Friday (story, page 64), hasn't made up his mind about future plans, will survey whole broadcasting field before deciding. Mr. Weaver is under no financial pressure to make sudden move. He's been earning about $120,000 per year at NBC and is reported to have been given handsome settlement of his long-term contract.

B•T

WHILE attention was centering Friday on announced resignation of Mr. Weaver and creation of four new NBC executive vice presidents, at least two other top-level changes were quietly afoot. George H. Frey, vice president in charge of tv network sales, reportedly will move to executive post at Sullivan, Stauffer, Colwell & Bayles agency toward end of year. Frederick W. Wile Jr., vice president in charge of network programs, Pacific Div., also understood to be making plans for departure. Another V. P., Richard A. R. Pinkham, in charge of tv network programs (now in Europe), will be offered another NBC post as part of current realignment, reporting through one of new E.V.P.'s.

B•T

FIVE-YEAR LICENSES • FCC Chairman George C. McConnaughey is thinking in terms of five-year licenses and five-year renewals for all broadcast operations—maximum now permitted under law. Presently broadcast licenses for both radio and tv are issued for three years. Chairman may expound on his theory in his address this Wednesday before Radio & Television Executives Society in New York.

B•T

RCA researchers are expected to deliver at least two of three "gifts" which Brig. Gen. David Sarnoff served notice five years ago he wanted for his 50th anniversary in radio. Anniversary will be celebrated Sept. 30 with big banquet in New York. He wanted electronic air conditioner, amplifier of light and color video tape. All three have been demonstrated in laboratory models, and probability is that commercially-ready tape and air conditioner will be forthcoming.

B•T

TOUCHY TALK • Closed door meetings started last week by major Hollywood studios looking toward united policy on labor pay-off for release of post-1948 feature films to tv (story, page 35) will be no quilting bee and probably will drag on several months. Drab theatre market has made highly competitive industry even more touchy on sharing business information but studios face choice of either finding accord or having guild formulas set for them if picked off singly. One safety valve, however, is fact studios have considerable backlogs of pre-1948 films still to go on tv market.

FORMAL tv sales organization for 20th Century-Fox Film Corp. in New York may be announced any day, now that President Spyros Skouras has returned from European trip and spent week in Hollywood with executive tv producer Irving Asher. Sales office also may handle additional 20th Century feature films being released to tv. Earlier, package of 52 films of pre-1948 vintage was given to National Telefilm Assocs. for distribution.

B•T

TARC'S TARGETS • Objectives for Tv Allocation Research Committee (TARC)—to be organized Sept. 20 at FCC's behest [B•T, Sept. 3]—aren't all concerned with uhf. There's vhf goal included (presumably if it is finally determined that uhf cannot do entire job) which calls for TARC to investigate new methods of squeezing more tv stations into present 12 vhf channel space. That could involve possible use of directional antennas, satellites, boosters, etc., but there are new developments that hold promise in this direction too. Item: New offset carrier principle which might permit co-channel vhf spacing as close as 115-130 miles without disturbing primary coverage.

B•T

ALTHOUGH Minnesota Mining & Mfg. Co. is being super-secretive about its plans for newly acquired electronics division of Bing Crosby Enterprises which has been developing tape recorder for color tv, second announcement is in works for release late this week to include Crosby personnel switching to 3-M. Best bet is that West Coast technical group will be headed by Francis C. Healey, executive director of Crosby electronics division, although he won't confirm or deny. His office already was answering phone with "Minnesota Mining" tag last week, however.

B•T

MULTIPLE HOLDINGS • FCC is pondering number of approaches to multiple ownership rule which now limits number of stations in hands of single entity to five vhf and two uhf in tv and to seven in am and fm. One proposal, for 25% of population substitute, already has been advanced both in Congress and before FCC (by Comr. Doerfer). Among other thoughts now are: (1) elimination of any arbitrary limit with number left to discretion of FCC on case-by-case basis; (2) separation of country into geographical areas, with understanding that automatic hearings would be held if arbitrary limit in any individual area were to be exceeded. Another plan reported under preliminary consideration is to limit ownership to two stations of each class in first five markets, two stations in second five markets and then no limit up to 25% of nation's population.

B•T

HAVING lost out in Chicago District Court [B•T, Aug. 20], Presidential aspirant Lar (America First) Daly plans to exhaust other means in fight for free and equal time. His attorneys are compiling list of radio-tv network o&o stations for use in new suit to be filed in U. S. Court of Appeals.

B•T

TECHNICALITIES • Looks more and more as if there's going to have to be FCC rule-making within rule-making in technically snafued deintermixture cases. In engineering appendix to June 25 allocations report, new methods of computing vhf and uhf coverage were recommended. These were evolved from new data, different from those now incorporated in the rules. Consensus is that rules must be changed to permit new computations to be used. This means rule-making to change technical standards before Commission can require use of new computations in specific deintermixture cases. There's some hope that rule-making on technical rule changes can be run concurrently with existing rule-making procedure on deintermixture cases. Deadline for comments on deintermixture rule changes was postponed from Sept. 10 to Nov. 15 two weeks ago [B•T, Sept. 3].

B•T

LAMBERT-HUDNUT Div. of Warner-Lambert Pharmaceutical Co. is momentarily expected to pick up Hal Roach Studios $4 million Blondie *package on 65-80 Vitapix stations as part of fall campaign to match tv program success of other cosmetic firms. Richard Hudnut line, until now spot tv advertiser, also holds option on Roach's* Charlie Farrell Show *on CBS-TV in event co-sponsors Proctor & Gamble and General Foods fail to renew. Earlier, Sunkist Growers and Wesson Oil signed for* Blondie *but dropped for other buys after Sunkist was unable to get 110-city lineup. Hudnut agency is Kenyon & Eckhardt.*

B•T

CURVES AND COUNTING • FCC may have to accept population estimates based on its propagation curves—following Judge Bazelon's vigorous opinion last week in WSPA-TV Spartanburg case (page 80). Up to now FCC has refused to accept such figures on ground curves are too general for real head count. But, one FCC attorney pointed out, Commission will still have right to weigh decisional significance of these estimates and since variations can be so extremely wide as to make their value virtually nil, he does not see any problem.

B•T

WHILE Cellar Antitrust Subcommittee has not announced witnesses for its New York hearings beyond this Thursday and Friday (story, page 74) it's understood that CBS Inc. President Frank Stanton will testify on Friday, Sept. 21 and Monday, Sept. 24, with NBC President Robert Sarnoff to follow. ABC has not been called.

RATINGS MAKE THEM SIGN THE FIRST TIME . . .
BUT IT TAKES **RESULTS** TO MAKE THEM **RENEW**

at WHB . . . 87% renewal

87% of WHB's 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal!

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences —which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's results station. So much so that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the man from Blair, or WHB General Manager, George W. Armstrong.

WHB

10,000 watts — 710 kc.

Kansas City

Latest
METRO PULSE

WHB first all day and night. WHB first 360 out of 360¼ hours. In and out of home, Mon.-Fri., 6 a.m.-midnight

Latest
AREA PULSE

WHB 1st all day. WHB 1st 263 out of 288¼ hours. 25 second place ¼'s, none lower, Mon.-Sat. 6 a.m.-midnight

Latest
AREA NIELSEN

WHB first all day and night with 42.7% share of audience. WHB first every time period. Mon.-Sat. 6 a.m.-6 p.m.

Latest
HOOPER

WHB 1st all day with 45.6% share of audience. Mon.-Fri. 7 a.m.-6 p.m., Sat. 8 a.m.-6 p.m.

THE STORZ STATIONS—*Todd Storz, President*

WDGY Minn.-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young, Inc.

at deadline

25% of KTVR (TV) Denver Goes to Loew's for Films

FAST-WHEELING Loew's Inc. consummated new library-ownership pact early Friday evening with KTVR (TV) Denver. Agreement, probably to be announced today (Mon.), involves seven-year licensing of M-G-M library of about 725 feature films to station and 25% acquistion of station by Loew's. Latter already has acquired 25% of KTTV (TV) Los Angeles.

New leasing arrangement—involving $1 million—makes this 13th market in which Loew's has sold films in less than month [B•T, Aug. 27, 20]. Loew's still is negotiating with KMGM (TV) Minneapolis-St. Paul on similar arrangement (see page 91).

Handling KTVR-Loew's pact: for station, Hugh LaRue; John Shaheen, president, Founders Corp. (50% owner), and J. Elroy McCaw of Gotham Broadcasting Corp., 50% owner. For Loew's, Charles C. (Bud) Barry, vice president in charge of tv for Loew's Inc.; George Muchnick, vice president of Loew's International and advisor to tv division, and C. (Pete) Jaeger, eastern division sales manager of tv division.

Gruen Sets Ad Drives For Watches, Pens, Pencils

GRUEN WATCH Co. ("Precision" watches, Waterman pen and pencils), N. Y., will launch Christmas drive on or about Sept. 15 with all-media campaign emphasizing spot radio and tv. To aid its dealers in moving "Super G" ($49.75 model), Gruen will shift emphasis "to the local level," advertising vice president Bruce Enderwood told B•T Friday, by "blitzing" 67 top markets via co-op spot tv on 100-plus stations through first week in January. Grey Adv., Gruen Watch's agency, currently working out details with dealers.

For Waterman—through Fletcher D. Richards Inc., N. Y.—Gruen will back co-op radio-tv campaign (with tv getting 80% of broadcast dollar) designed to "beef up 35 key markets." Gruen already has placed order with NBC Radio's *Monitor* for pre-Christmas drive (Oct.-Dec.) using 14 participations weekends on 190 station lineup.

Networks' July Sales Up

GROSS TIME SALES of tv networks in July totaled $37,604,705, increase of 25.4% over July 1955 gross of $29,996,679, according to compilations of Publishers Information Bureau. PIB figures, follow:

	July 1956	July 1955	% Change
ABC	$ 5,532,030	$ 3,263,803	+69.5
CBS	18,488,479	14,635,011	+26.3
DuMont*	—	131,105	—
NBC	13,584,196	11,966,760	+13.5
	$37,604,705	$29,996,679	+25.4
	Jan.-July 1956	Jan.-July 1955	% Change
ABC	$ 44,013,185	$ 25,032,408	+75.8
CBS	124,987,904	108,326,852	+15.4
DuMont*	—	3,035,785	—
NBC	103,113,928	90,777,503	+13.6
	$272,115,017	$227,172,548	+19.8

* Effective Sept. 15, 1955, DuMont changed from national network to local operation.

PRESSURE ON PRESLEY

DISC JOCKEY Mike McKay of KLBS Houston three weeks ago started contest to get million letters requesting Elvis Presley to perform there. Last Friday he passed goal. No comment as yet from performer Presley, who last night (Sun.) was occupied with first appearance on Ed Sullivan tv show.

C&C, Latex Film Deal Guaranteed at $20 Million

C&C TELEVISION Corp. is disclosing today (Mon.) that its multi-million dollar spot tv contract of last July [B•T, July 30] with International Latex Corp.—to which C&C will supply station time "bought" as result of selling RKO Radio Pictures library as packages to various stations in 100 "leading markets" in U. S.—involves guaranteed minimum of $4 million per year for five years, for total of $20 million in cash. C&C in addition will share in International Latex' gross sales receipts of its products over same five-year period and based on various percentages of sales stimulated as as result of spot campaign. Additional sales, as estimated by Latex, could amount to some $25 million over five-year span.

Latex planned average of 10 tv spot announcements per day, seven days in week for 52 weeks in year, in each of nation's 100 major markets over five-year period. Spectacular drive started last month.

Matthew M. Fox, president of C&C Television, tv subsidiary of C&C Super Corp. headed by Walter S. Mack, revealed also that leasing of film library already has brought additional contracts totaling $6 million in cash. Library acquired in $15.2 million deal consists of approximately 742 feature films—called *Movietime U. S. A.*, by C&C—plus some shorts. Mr. Fox announced Mort Siegel, former RKO executive, has been appointed vice president of C&C Tv to begin foreign distribution and sales of library.

WBKB (TV) Deals for Films

ABC o&o WBKB (TV) Chicago has obtained three-year rights to exclusive Chicago showing of 60% of 742 RKO feature films, with option for rest, for use after Dec. 1. Deal is with C & C Television Corp., involves exchange of spot announcements for International Latex.

Buick Dashes Dealer Hopes For Choice on Co-op Funds

DEALERS' HOPES of getting right to allocate for themselves, locally, part of Buick factory co-op advertising fund—which radio stations in particular had envisioned as potential boon for them—has been spiked by factory. Without fanfare, recommendation that each dealer be granted that right with respect to 33⅓% of his co-op fund has been voted through Buick National Dealer Council. But Buick factory officials have vetoed, claiming present system of making allocations among media after soliciting dealer preferences is just and equitable and, in long run, will have substantially same result.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 48.

PABST DROPS POLKA • Pabst Brewing Co., Chicago dropping *It's Polka Time* on ABC-TV effective Sept. 14 after 11-week summer trial run. Fate of program on network under study, perhaps as co-op feature at different day and hour (now on Fri., 10-10:30 p.m. EST) although Pabst reportedly considering kinescope of WBKB (TV) program for spot placement in select markets. Agency: Leo Burnett, Chicago.

FACTOR SIGNS FOR 'ARK' • Sponsorship of new Jack Webb-Mark VII Productions' *Noah's Ark* color series (NBC-TV, Tues., 8:30-9 p.m. EDT) completed Friday following signing of Max Factor & Co. (cosmetics), Hollywood, as co-sponsor with Liggett & Myers Tobacco, N. Y. Factor agency, Doyle Dane Bernbach, N. Y., said *Noah's Ark* purchase was first full-time network program sponsorship for cosmetics house.

13 WEEKS FOR 5-DAY • Associated Products Inc., West New York, N. J., launching 13-week tv spot test campaign in 12 top markets for 5-Day deodorant pads and sticks, starting Sept. 15. Agency: Grey Adv., N. Y.

MAGAZINE BUYS TV • Street & Smith Publications Inc. (*Living for Young Homemakers*), N. Y., placing tv spot announcements through Sept. 21 in 10 U. S. cities where *Living*-designed model homes are on exhibition. Agency: Schwab & Beatty, N. Y.

PUTS ON HEAT • General Petroleum Co. of Calif., L. A., for home heating oil (Mobilheat), starts seasonal tv spot campaign for second year in Portland and Seattle and extends campaign to Spokane. Agency: Stromberger, LaVene & McKenzie, L. A.

SHERIFF FOR KING • Los Angeles Soap Co. (White King detergent) placing syndicated *Sheriff of Cochise* in selected tv markets in 11 western states. Tv spots also will be used. Agency: Erwin-Wasey Co., L. A.

DRENE IN MARKET • Procter & Gamble Co., Cincinnati, reported readying spot radio campaign for Drene shampoo for early starting date. Agency: Compton Adv., N. Y.

WRAPUP FOR PM • Philip Morris Co., N. Y., with new Parliament flip-top-box cigarette introduced in most U. S. markets through tv, plans radio spot drive in not more than 50 markets to complete introductory campaign. Agency: Benton & Bowles, N. Y.

PENNSYLVANIA PURCHASES • Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, reportedly placing local radio spot campaign in Pennsylvania markets for Hanover Canning Co. (canned vegetable), Hanover, Pa., starting Oct. 1. Advertiser said to be considering as many as 40 spot announcements per week in some markets.

(Continues on page 9)

IN KANSAS CITY
if your client
wants reporting
that's raucous and racy—
there's a place to go...

If your client wants news
coverage that's responsible,
complete and award-winning—
it's **KCMO** Radio

Basic CBS—50,000 W.
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KCMO... One of Meredith's Big 4... All-Family Stations.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Knocked Off by Lightning WHUM-TV Will Stay Dark

WHUM-TV Reading, Pa. (ch. 61), knocked off air last Tuesday by lightning bolt, Friday informed FCC that because of "severe" economic losses in uhf, station was suspending operations for indefinite period. Station will retain its construction permit. Total of 61 uhf's have ceased operation; of these 38 have retained cp's. In addition four vhf outlets have discontinued operation and turned in permits.

In letter to FCC, Paul Flickinger, WHUM-TV president, said decision to suspend also was based on proposed resumption of operations by ch. 15 WLBR-TV Lebanon, Pa., under ownership of Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia). Triangle (Walter H. Annenberg) bought WLBR-TV from Lebanon Tv Corp. for $115,000 plus assumption of $125,000 in obligations. FCC approved WLBR-TV transfer last November, but hearing was ordered on protests by WHUM-TV and three Harrisburg, Pa., uhf's—ch. 27 WCMB-TV, ch. 55 WHP-TV and ch. 71 WTPA (TV). FCC hearing examiner recommended last month that Commission affirm sale approval [AT DEADLINE, Aug. 27].

Mr. Flickinger heads WHUM-TV under voting trust which took over management from Humbolt J. Greig, 38.2% stockholder. Mr. Flickinger said station's tv equipment would be sold to meet "urgent" financial pressures.

Examiners Favor New Ams

TWO am initial decisions issued by FCC hearing examiners Friday brought recommendations for two new stations and station location change and power increase for existing outlet.

Examiner H. Gifford Irion recommended FCC grant two applications which were consolidated for hearing and subsequently amended by applicants. Taylor Broadcasting Co., seeking 1460 kc, 5 kw daytime at Colorado Springs, Colo., changed its power request to 1 kw; Garden of the Gods Broadcasting Co., seeking 1490 kc, 250 w at Manitou Springs, Colo., amended its application to specify 100-watt power. Mr. Irion found that proposals, as amended, no longer conflicted, recommended both be granted.

Examiner Elizabeth C. Smith recommended FCC affirm its April 11 grant awarding WEBB Dundalk, Md., change of location to Baltimore, increase in daytime power from 1 to 5 kw and change in directional antenna system. Examiner decided need for service to be gained under proposal outweighed losses which would result from interference to WKIK Leonardtown, Md.

KRSN Sold for $62,000

KRSN Los Alamos, N. M,. was sold Friday for $62,000 to Virgil A. Parker III and Darrell Burns, formerly of KORE Eugene, Ore. Sale, subject to FCC approval, was handled by William Stubblefield of Blackburn-Hamilton, station brokers. Sellers are DeWitt Landis and William Wayne Phelps. Station operates on 1490 kc with 250 w and has fm outlet on 98.5 mc with 4.6 kw. Mr. Phelps operates KALG Alamogordo. Los Alamos is atomic weapon center. Transfer also is subject to Atomic Energy Commission approval.

Campbell Joins Time Inc. As Broadcast Consultant

APPOINTMENT of Eldon Campbell, former general sales manager of Westinghouse Broadcasting Co., to consultant to Time Inc. in broadcast management affairs, is being announced today (Mon.) by Roy E. Larsen, president. Mr. Campbell leaves New York today to join in new development program at KDYL Salt Lake City. KDYL and KTVT (TV) there are 80% owned by Time Inc.

In announcement, Mr. Larsen said G. Bennett Larson, president and general manager of KDYL-KTVT (TV) (and 20% owner), had requested Mr. Campbell's services in projection of "a program of revitalization in the radio field" that "will immediately reflect the growing impact of radio in the area of service, local news and entertainment." He added that station's NBC programs would continue to keep listeners informed on national and international developments.

Time Inc. also owns 100% of KLZ-AM-FM-TV Denver and 50% of KOB-AM-TV Albuquerque.

Esch Cleared on Sales

FLORIDA Circuit Court judge ruled Friday that W. Wright Esch was within his rights in selling WMFJ Daytona Beach, Fla., to WMFJ Inc. last year. Court order denied breach-of-contract suit brought by Theodore Granik, Washington attorney and moderator of *American Forum of the Air*, and William H. Cook, who maintained they had option to buy WMFJ as well as WESH-TV, also Daytona Beach. WMFJ sold to Harold Kaye and Emil Arnold, and WESH-TV sold to WCOA Inc. (John H. Perry interests). Messrs. Granik and Cook protested appeal after being turned down by FCC and won court ruling that alleged contract should have been considered. Oral argument was held before FCC last July on WESH-TV transfer and hearing scheduled for Sept. 17 on WMFJ transfer.

Quarterly Dividend for RCA

RCA board of directors Friday declared quarterly dividend of 25 cents per share on common stock, payable Oct. 22 to holders of record at close of business Sept. 21. Company directors also declared dividend of 87½ cents per share on first preferred stock for period Oct. 1, 1956, to Dec. 31, 1956, payable Jan. 2, 1957, to holders of record at close of business Dec. 10, 1956.

UPCOMING

Sept. 10-11: ABC network-station operations meeting, St. Regis Hotel, New York.

Sept. 11-12: CBS Radio affiliates, Hotel Pierre, New York.

Sept. 12: RTES, Hotel Roosevelt, New York.

Sept. 13: NARTB Freedom of Information Committee, Waldorf-Astoria, New York.

For other Upcomings, see page 126

PEOPLE

JOHN CURRAN, timebuyer at Kenyon & Eckhardt, N. Y., expected to move shortly to Management Assoc. of Connecticut, Stamford, in similar capacity on Slenderella International account.

DR. WESLEY T. HANSON JR., head of color photography division, Eastman Kodak Research Labs, Rochester, N. Y., named first recipient of Society of Motion Pictures & Television Engineers' Herbert T. Kalmus gold medal award. (Other SMPTE awards, page 32)

JERELY GURY, copy director of Ted Bates & Co., N. Y., from 1949 to 1953 and recently vice president and copy chief of Benton & Bowles, N. Y., has rejoined Bates as vice president and a creative supervisor.

BUSINESS BRIEFLY

(Continues from page 7)

BUYING 'BREAKFAST' • American Bird Food Mfg. Corp., Chicago, through George L. Hartman Co., Chicago, has signed for weekly five-minute segment of Don McNeill's *Breakfast Club* (ABC Radio, Mon.-Fri., 9-10 a.m. EDT) for 26 weeks, starting today (Mon.). Other sponsors newly-announced: Milner Products Co. (Perma Starch and Pine-Sol), Jackson, Miss., through Gordon Best Co., Chicago, for weekly five-minute segment, beginning next January, and Beatrice Foods Co., LaChoy Div., Chicago, through Foote, Cone & Belding, Chicago, for two weekly five-minute segments for 13 weeks, starting last Thursday.

SUPER-PYRO SERIES • Tv and radio spots placed in 40 markets by Van Sant, Dugdale & Co., Baltimore, for Super-Pyro antifreeze. Additional series placed on 33 Keystone Broadcasting System stations, using transcribed spots. Campaign lasts four weeks.

WINE ON RADIO • Browne Vintners (division of Seagram Distillers Corp.), N. Y., understood launching spot radio schedule for Cherry Kijafa wine on or about Oct. 1. Agency: Lawrence C. Gumbinner Adv., N. Y.

Rosenmiller Resigns From H-R

JOSEPH L. ROSENMILLER Jr., account executive with H-R Television Inc. in New York, resigned Friday to devote all of his activity on behalf of syndicate in purchasing radio-tv properties. Two weeks ago, Mr. Rosenmiller and Peter Bordes, market analyst, purchased WINR-AM-TV Binghamton, N. Y., for estimated $165,000 [B•T, Sept. 3]. Messrs. Rosenmiller and Bordes are majority owners of WESO Southbridge, Mass. WINR-TV has ch. 40 grant but has not yet begun to operate. Negotiations reportedly are underway for third property.

Wyncoop Now RCA V. P.

ELECTION of Rear Adm. Thomas F. Wyncoop, Jr. (USN Ret.), as vice president, Commercial Marine Distribution of RCA, announced Friday by Brig. Gen. David Sarnoff, RCA board chairman. Adm. Wyncoop served in Navy for 31 years until 1949 when he retired and was named president of Radiomarine Corp., wholly owned subsidiary of RCA, which was merged recently into RCA and its functions transferred to other units of company.

the week in brief

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*Reg. U. S. Patent Office

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we both agree

Put your own magnifying glass to the latest Telepulse and ARB figures for San Antonio . . . and here's what you'll find.

The July Telepulse shows that KENS-TV is first in average share of audience in each of the nine measured time periods during the broadcast week . . . and that thirteen of the top fifteen once-a-week shows are seen on KENS-TV.

The June ARB shows that KENS-TV has a nighttime audience nearly 40 per cent greater than station B, and an even more impressive lead for weekday mornings.

Put this unquestioned leadership to work for your clients . . . for more information about KENS-TV contact Peters, Griffin, Woodward, Inc.

KBIF

The John Poole Station
FRESNO, CALIFORNIA
Announces the
appointment of

WEED

and Company
as national sales
representative

Now, with just one call to your Weed man, you can sell ⅔ of CALIFORNIA with the one "Big Impact" two-station buy:

KBIF Fresno, 1000 watts on 900 kc, the only independent delivering the nation's No. 1 farm market plus the whole Central California Valley.

KBIG Catalina, 10,000 watts on 740 kc, only independent powerful and popular enough to register in surveys of all 3 major Southern California metropolitan areas—Los Angeles, San Diego and San Bernardino.

You get high-quality music-news, plus maximum coverage at lowest cost-per-thousand, with both.

Your Weed contact now can sell you either station . . . or both, at KBIG rates plus just 25%.

JOHN POOLE BROADCASTING CO.

6540 Sunset Blvd.,
Los Angeles 28, Calif.
Hotel Californian, Fresno, Calif.

IN REVIEW

PRESS CONFERENCE

EIGHT days ago, columnist George Sokolsky wrote: "Television is essentially of the theater, not of the press." Last Wednesday evening Martha Rountree's *Press Conference* proved that tv's theatrical abilities could bring home a news story with an animation and impact unattainable by all other media.

Producer Oliver Presbrey, a panel of newsmen and a film crew flew to Egypt for a film interview with President Gamal Abdel Nasser on the Suez Canal situation. Four days later *Press Conference* brought a full half-hour of grilling of the Egyptian President into millions of American homes.

It's true that many of the newsmen's blunt questions—e.g., would Egypt resort to war?; would Egypt accept Russia as an ally?—were sidestepped by Nasser with a creditable display of semantics. Nevertheless, the interview gave a clearer insight into Egypt's problems and crystallized the personality of the man who heads that nation.

The sound track on the film was bad, but acceptable in view of the importance of the situation and the interviewee.

This Wednesday night *Press Conference* will round out the Suez story with a sequel presenting the British point of view.

Production costs: Approximately $14,000.
Sponsored by Corn Products Refining Co. through C. L. Miller Adv., New York, on NBC-TV, Wed., 8-8:30 p.m. EDT.
Moderator: Martha Rountree; producer: Oliver Presbrey; director: Victor Guidice.
Guest interviewers: John Madigan, Newsweek; *Richard Wilson,* Cowles Publications; *John Beal* and *John M. Mecklin,* Time; *Geoffrey Godsell,* Christian Science Monitor; *Robert Hewitt,* Minneapolis Star & Tribune; *Arch Parsons,* N. Y. Herald Tribune; *Wilton Winn,* Associated Press; *Wilson* and *Lee Hall,* NBC News; *Peter Webb,* United Press; *Charles Arnot,* INS; *Reynolds Packard,* N. Y. Daily News; *Charles Adams,* Manchester Guardian; *Ruth Morgan,* Des Moines Register & Tribune, and *Richard Fryklund,* Washington Evening Star.

STUDIO ONE

THE Civil War seemingly is an endless source of story material both for novelists and television writers. Last Monday's "Day Before Battle" on *Studio One* was another in the current spate of stories set in that period. We came prepared to be bored, but were not.

This was about a Yankee soldier assigned to guard a rebel spy who is to be shot at morning. He, the Yankee, has just met a young Pennsylvania girl, and as this is his last night before battle, wants to spend his time with her. So, he reasons, why not shoot the prisoner now, saving the firing squad the trouble and freeing himself to be with his girl?

As it turns out, that's about what happens, but not until the soldier's best friend comes on the scene and tries to argue him out of it. When they scuffle for the gun, the rebel tries to escape. The best friend shoots him down.

All hands did a fine job. If the results were a little less than terrific, it was due to the story line's being just a bit trite in spots.

Production costs: $30,000.
Sponsored by Westinghouse Electric Corp. via McCann-Erickson on CBS-TV, Mon., 10-11 p.m. EDT.
Cast: Jack Lord, Gerald Sarracini, Susan Oliver, Warren Oats, others. "A Day Before Battle" written by Sherman Yellen and Peter Stone.
Producer: Robert Herridge; director: Francis Moriarty.

THE LEADING QUESTION

FROM a strictly non-partisan point of view, we're just as glad that Sen. John F. Kennedy fell off the Chicago bandwagon last month, for had he been nominated chances are that this brilliant, young historian *(Profiles in Courage)* wouldn't be available these late summer nights for some lucid observations on the democratic—*ic,* that is—processes that keep this republic operating.

A week ago Thursday, the senator joined Pulitzer Prize-winning *New York Times* chief congressional correspondent William S. White on CBS Radio's *The Leading Question* in the first of a series of three programs on the role of the legislative, judicial and executive branches of the government. They in turn were interrogated—if such a word is applicable to a program that was less debate than calm discussion—by Stuart Novins, and for 25 minutes CBS Radio listeners who cared could find out why the "theory of accommodation"—or separation of powers—works so happily for the citizen. Mr. Kennedy was a most necessary fixture: without his droll, Boston-accented illustrations from U. S. history, the program could have just been another routine hash session.

All said, this *Leading Question*—featuring the right topic and the right people to kick it about—is the sort of stuff at which radio public affairs excels. Big Brother *Camera Eye* couldn't have done an iota better.

Broadcast sustaining on CBS Radio Thursdays, 9:30-9:55 p.m. EDT.
Producer-director: Nancy Hanschman; moderator: Stuart Novins.

SEEN & HEARD

WE DON'T know if it's got anything to do with election year fever, but Robert Montgomery has been acting suspiciously nervous during the filmed "breaks" these past Monday nights on his Johnson's wax and Schick programs. For a man renowned for having taught the Man from Abilene on-camera poise, Mr. Montgomery's behavior has led us to conclude that he could take a lesson or two from his pupil.

THEY TELL us that commercial broadcasting has it all over print media because the sponsor knows "exactly" what surrounds his advertising message. Well, they've told us, all right, but they obviously haven't tipped off Ernie Kovacs. The latter's show of one week ago opened with a series of flip cards, one of which said that the program would do "without Clark Gable, Grace Kelly and John Wayne," an obvious dig at the spectaculars. Fifteen minutes later, the first "commercial" of the evening came on—donated by Helene Curtis & Earle Ludgin Adv.—a recruiting film for the U. S. Marine Corps. Star performer: John Wayne.

Schools to Benefit

THE three-part dramatized study of the U.S. Constitution presented last winter on *Omnibus* when that tv program was on CBS will be made available this fall as a book publication under the title, *The Constitution,* according to the Tv-Radio Workshop of the Ford Foundation, the program producer. Houghton-Mifflin Co. will release the book in two forms, as a trade and as a school edition. Retaining original script and illustrated with pictures from the programs, the book will be available to schools and civic groups for non-profit dramatic performances.

Red Carpet Service on United Air Lines...*

luxury travel at its best!

Air travel's warmest welcome mat is a red carpet!

It introduces you to United's brilliant *Red Carpet Service*—special nonstop flights coast to coast and between fifteen U. S. cities (including Honolulu) on DC-7 Mainliners!

This is travel with a new flair! You sense it in the accommodations, the people you meet, the attention paid you. A cloud-soft, reclining seat is reserved for you when you buy your ticket. Your meal is the creation of a master chef who tops it off in the continental manner with French pastry. There are games, soft music, travel favors, other "extras"—*all at no extra fare!*

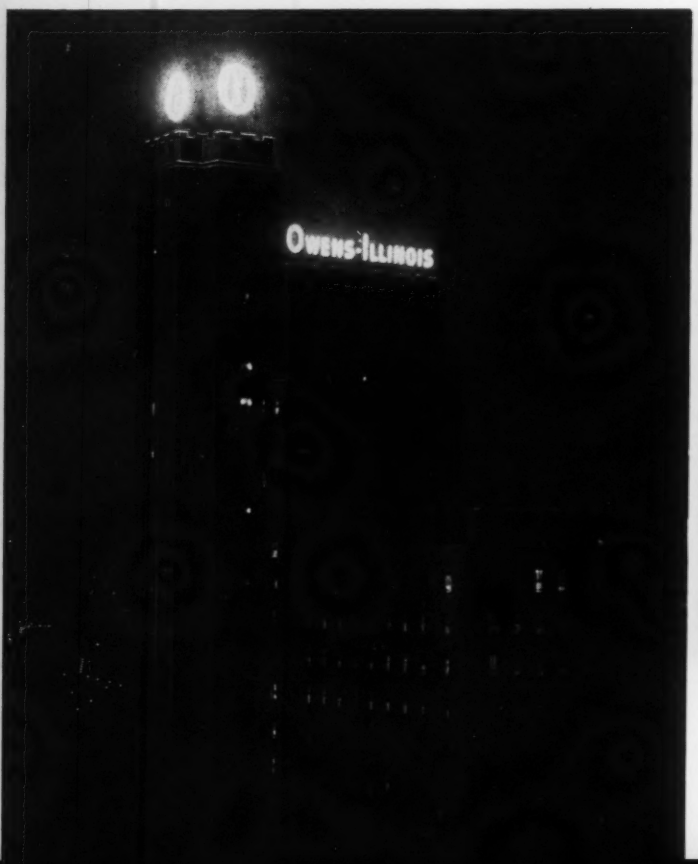
You'll want to make reservations soon for *Red Carpet Service* (with us, or with an Authorized Travel Agent).

***RED CARPET SERVICE*—now on United's twenty-four most popular DC-7 nonstops between fifteen cities in the U.S. and Hawaii —including day and night nonstops coast to coast!**

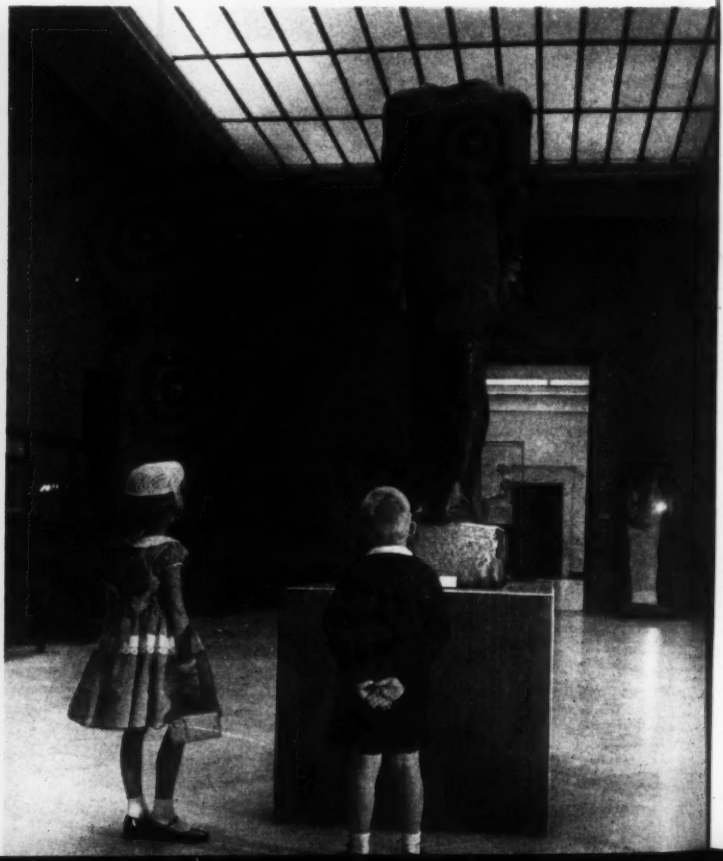
*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

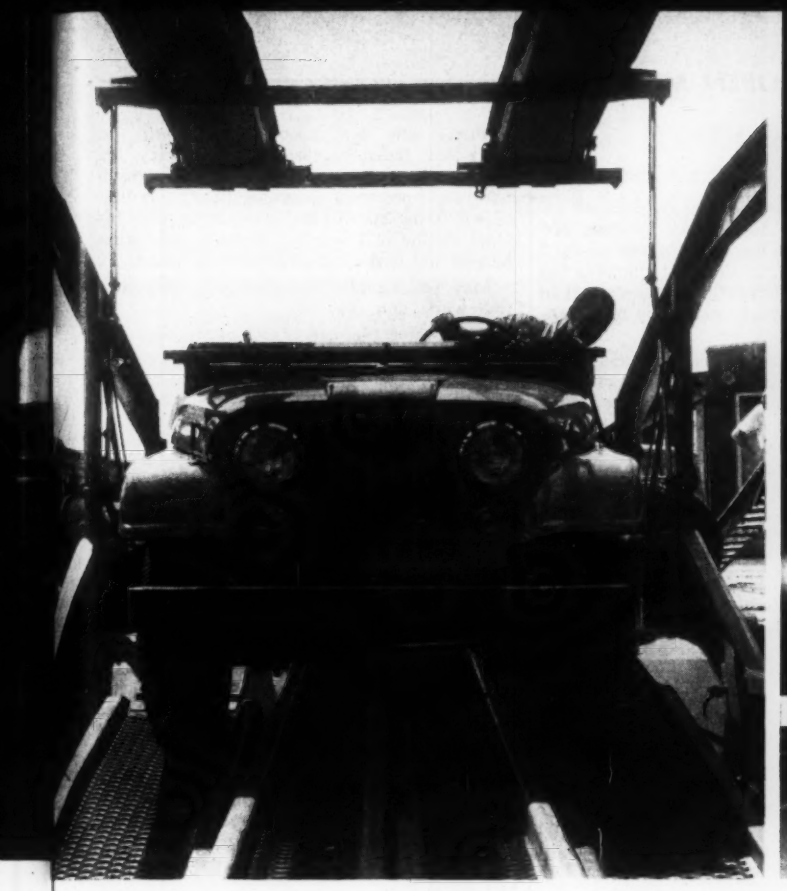
The beautiful Toledo Central Union Terminal is fitting testimonial to the nation's third largest rail center. Toledo is served by 13 major railroads.

If it's made of glass, you're in touch with Toledo, the "glass capital of the world."



Toledo's Museum of Art, rated among the top ten in the country, proves that industry and culture do mix.





Renowned for its exploits in peace and war, a modern workhorse for farm and industry, is the Toledo manufactured Willys Jeep.

Foreign ships are commonplace at the Port of Toledo, and Toledo ranks tenth in tonnage among all the nation's ports.

THE KEY TO THE SEA

Lying along both sides of the Maumee River near where it widens into Lake Erie, Toledo, Ohio, has been blessed with superb water transportation, but it ranks third in the nation as a railroad center, too. Its yearly shipment of over 20 million tons of coal each year leads the world, and Toledo is a manufacturing center of glass, plastics, textiles, machine tools, scales, and a myriad of other products.

No young upstart, the city of Toledo was founded in 1832, but despite its maturity, *retail sales have increased 108 percent during the past 10 years.*

For 35 years, WSPD has been the voice of Northwestern Ohio, programming locally in character with its area. NBC programs have helped establish its radio audience leadership.

Nine years ago, WSPD-TV—Toledo's *only* television station—went on the air to serve a 23 county Billion Dollar Market, *the only medium covering this entire area.* WSPD-TV is a CBS Basic and also carries NBC and ABC programs.

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WBRC-TV Birmingham, Ala.	KPTV Portland, Ore.	WGBS-TV Miami, Fla.
WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	WBRC Birmingham, Ala.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

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BOB WOOD—national sales manager
118 East 57th Street, New York 22 • Murray Hill 8-8630

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WHEN IT COUNTS THE MOST!

WFMJ

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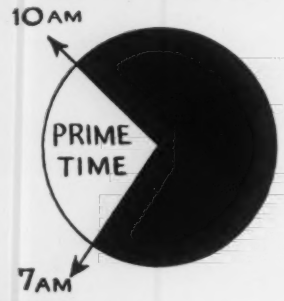
PRIME RADIO TIME



PULSE FOR JUNE, 1956 PROVES IT . . .

WFMJ—27% OF AUDIENCE
STA B—23% OF AUDIENCE
STA C—17% OF AUDIENCE
STA D— 7% OF AUDIENCE
(7 am to 10 am)
first in most other times, too!

therefore . . . THE SOUND WAY TO SELL THE BIG YOUNGSTOWN, OHIO, MARKET WITH ITS HALF-MILLION PLUS POPULATION IS TO BUY IN

PRIME RADIO TIME
on the station with

- HIGHEST RATINGS
- LARGEST AUDIENCE
- FINEST PROGRAMS
- LOWEST COST PER/M
- COMPLETE MERCHANDISING
- 5000 WATTS-NBC

WRITE OR CALL HEADLEY-REED OR MITCH STANLEY, STATION MANAGER FOR FALL AVAILABILITIES IN YOUNGSTOWN'S

• PRIME RADIO TIME •
THE GOOD NEIGHBOR STATION

OPEN MIKE

Agency Emphasis

EDITOR:

Having been in the broadcasting business for about 12 years and having been a reader and subscriber of yours for all of those years, I have come to the conclusion that emphasis has been placed on the advertising agency's part in our business to the exclusion of the broadcaster's all to often.

B•T is the bible of our business and I feel that it should contain more material of genuine interest to the behind-the-scenes personnel in the radio-television business. We read the ads, the column on station personnel, the feature articles dealing with broadcasting and the paragraphs concerning individual stations and networks with interest but the articles emphasizing ad agencies, film companies, time buyers, etc. leave something to be desired from our point of view . . .

Robert D. Murphy, Prod.-Dir.
KOA Denver, Colo.

Radio Dynamics

EDITOR:

Your "Pepsi Pleased" editorial [B•T, Aug. 27] again emphasizes the dynamics of radio and, naturally, we are pleased to have been selected by K & E as the testing ground, delivering audiences at four cents a listener, and creating an almost unbelievable demand for Pepsi. Radio selling has only self-imposed limitations.

Lee Bartell, Mgng. Dir.
KCBQ San Diego, Calif.

Praise

EDITOR:

. . . I honestly believe you do a truly outstanding job, and welcome this opportunity to tell you so.

Frank W. Crane, Pres.
Southern Calif. Broadcasting Assn.
Los Angeles

Red, White and Blue Ink

EDITOR:

If you will pardon the gilded ivy of an academic accolade, I'd like to congratulate you heartily for your recent forthright stand on freedom of the airwaves. Your statements in B•T with regard to the right to edit political conventions by tv networks were in the tradition of American responsibility as declared in the First Amendment and the Bill of Rights. Too often we forget this tradition as it applies to the more recent media of radio and tv, and to this end you have accomplished a public service.

Without wishing to belabor the National Chairman of the Democratic Party, I'd like to say . . . that the thesis that public license to telecast does not permit editing by private broadcasters is not only traditionally falacious but democratically dangerous. When governmental or political organizations not only determine the content of information but also the form of transmission, then a free society is finished. Democracy is dead, the Republic is ended. Dictatorship rules.

On the other hand, since freedom is not license but responsibility it is safer—in the American way of life—to trust the transmitters (press, publishing, radio, tv, theatre, motion pictures) who are responsible primarily to the public. Safer, because in a democracy, the public is in the long run saner than a partisan party or a powerful government . . . The best censor is the man in the living room with his hand on the dial. Let the networks edit what he gets, but in the end he is the final editor . . .

May you continue to wave your pen with red, white and blue ink!

Robert Gessner, Prof. of Motion Pictures & Tv
New York U., New York

Does Macy's Plug Gimbel's?

EDITOR:

In regard to letters written you recently concerning gratis and unnecessary radio-tv credit given to newspapers for news coverage, I should like to add my oar to the stream of conversation. Many, many times on tv dramas I have heard an actor or actress say, "I see by the newspaper today that . . . ."

Martha Rountree's program, *Press Conference,* is one of the main offenders of this let's-give-the-other-boys-a-hand bit. At the conclusion of her program each and every week she says, in effect, "Be sure to read your newspaper tomorrow for genuine news coverage." I wrote Miss Rountree and voiced my complaint, pointing out that if she should feel obligated to mention newspaper news coverage, she could at least mention, in addition, the great industry which pays her salary. To date, Miss Rountree has not had the time or inclination to reply. . . .

I think our industry should stop the free plugs and point out the importance and efficiency of news coverage on radio and television.

On a nationwide hookup, I'm sure Mr. Macy wouldn't publicly recommend you buy from Mr. Gimbel, would he?

Mel Murray, Mgr.
WFOB-AM-FM Fostoria, Ohio

Religious Broadcasting

EDITOR:

. . . May we take this opportunity to thank your magazine for the interest it has always shown in religious use of radio and television and for the encouragement given these fields in your news columns.

Jacqueline D. Kersh
Asst. to Dir. of Utilization and Field Services
Radio & Film Commission
The Methodist Church
Nashville, Tenn.

Presumptuous

EDITOR:

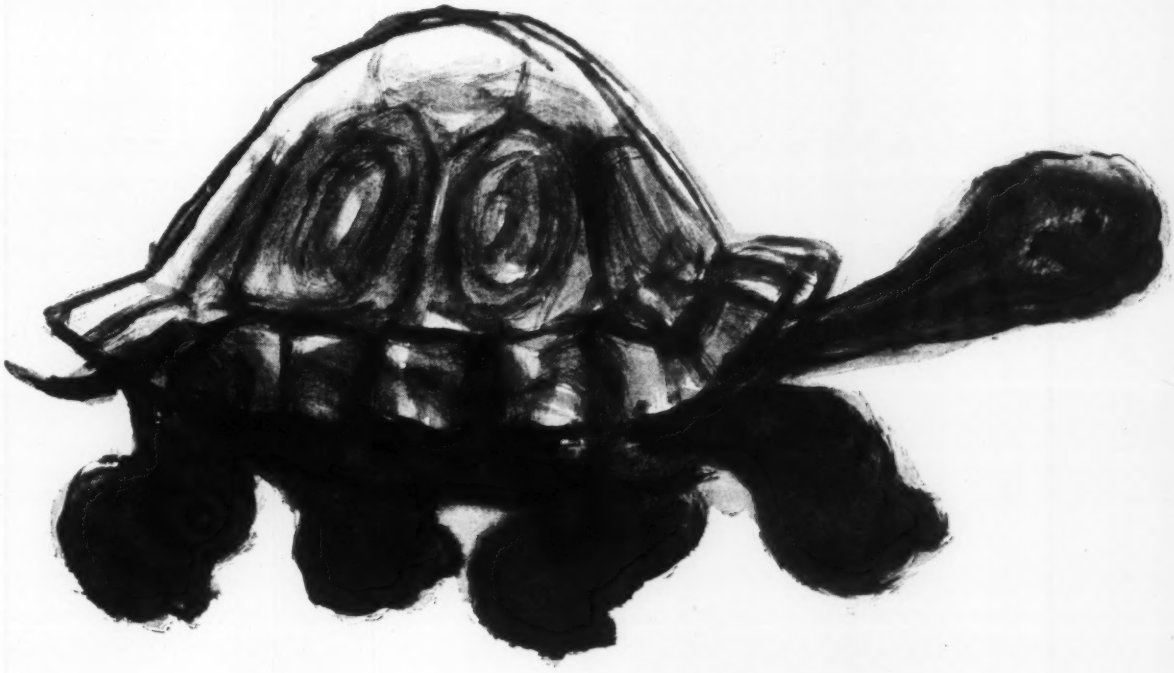
It is presumptuous of me to point out the spelling of presumptuous in the review of "Company Wife" [B•T, Sept. 3], but being a secretary, the misspelled word jumped out at me in the third paragraph.

This little point would not have been brought up, were it not for the fact that I thoroughly enjoyed "Company Wife," even though it "did not heed Mr. Whyte's basic conclusion".

Since nothing was written about the acting in this play, I suppose the reviewer did not like that either. I, for one, thought it superb. However, I do not know about the authenticity of the characters.

Allene Kuiken
Washington, D. C.

Sometimes (like the turtle) an agency makes progress only when it sticks its neck out



In case you're curious, Y & R research, turtle division, has come up with the following information:

1. A turtle can move with its head inside the shell.
2. A turtle *usually* sticks its neck out when moving.
3. A turtle is likely to *move faster* with its head outside than inside.

YOUNG & RUBICAM, INC.

ADVERTISING

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood
Montreal • Toronto • Mexico City • San Juan • London

They're friends with a

WRGB, SCHENECTADY-ALBANY-TROY, IS SOLD BY NBC SPOT SALES

REPRESENTING THESE LEADERSHIP STATIONS:

New York	WRCA, WRCA-TV
Schenectady-Albany-Troy	WRGB
Philadelphia	WRCV, WRCV-TV
Washington	WRC, WRC-TV
Miami	WCKT
Buffalo	WBUF
Louisville	WAVE, WAVE-TV

half-million families...

and any friend of theirs is a friend of yours!

When WRGB's sales-winning personalities tell their viewers about your product on their local, live programs, it's neighbor talking to neighbor – and the good word spreads fast! *This* fast: With individual program ratings as high as 22.1 and 25.1, according to the latest ARB, these eight super-salesmen draw up to 78% share-of-audience, and *average* an astonishing 56% share!

To viewers in the half-a-million TV homes of the Schenectady-Albany-Troy area, these people are *next-door* neighbors who chat about hometown doings . . . entertain the family . . . swap favorite recipes . . . pass along useful household hints. And because their viewers set so much store by what they say, a word from these folks means a warm reception for your product in a circle of friends as big as the 30-county, Northeastern New York-Western New England market covered by WRGB.

Seventeen years of active participation in local affairs has earned WRGB the audience confidence that produces results for sponsors. And it's this same close identification with community wants and interests that benefits the advertiser in *every* market served by an NBC Spot Sales station.

There's always something extra on the stations represented by NBC Spot Sales.

2. Sunnie Jennings and Ernie Tetrault – HOME FARE – Monday through Friday, 9:00-9:30 a.m. A daily serving of news, interviews, recipes, household hints, fashions, and special features of interest to homeviewers.

2. Earle Jerris – THE EARLE JERRIS SHOW – Monday, Wednesday, Friday, 1:00-1:30 p.m. Songs and piano stylings especially designed for daytime viewing.

3. Kathy Maguire – TASTE TIME – Monday through Friday, 2:00-2:30 p.m. Planning, purchasing, and preparing meals – a complete menu every day.

4. Grant Van Patten – TRADER VAN – Monday through Thursday, 2:30-3:00 p.m.; Friday, 2:45-3:00 p.m. "A classified advertising page on TV," bringing together viewers who want to sell and viewers who want to buy.

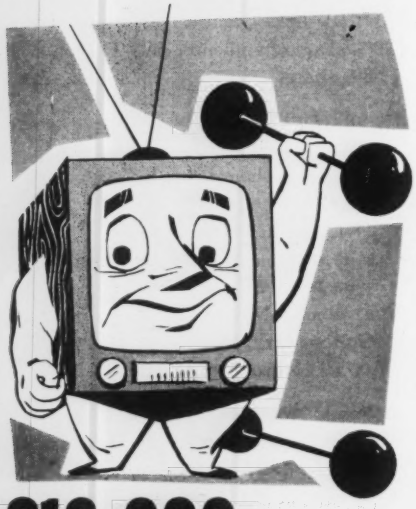
5. Glendora Folsom – S. S. GLENDORA – Monday through Friday, 5:00-5:15 p.m. Novel entertainment with a nautical theme for children aged 4 to 14.

6. Bill Mulvey – BRONCO BILL – Monday through Friday, 6:00-6:30 p.m. Top family fare–cowboy films from live western setting.

7. Garry Stevens – TV SHOWCASE – Monday through Friday, 6:30-6:55 p.m. Music and special acts, featuring recording star Garry Stevens and his "After-Six Seven."

Chicago	WMAQ, WNBQ
St. Louis	KSD, KSD-TV
Denver	KOA, KOA-TV
Seattle-Tacoma	KOMO, KOMO-TV
Los Angeles	KRCA
Portland	KPTV
San Francisco	KNBC
Honolulu	KGU, KONA-TV

WFLA-TV is POWERFUL!



316,000 watts IN FLORIDA'S SECOND MARKET

Operating with maximum power and Florida's tallest tower, WFLA-TV delivers your sales message with a solid 316,000 watt punch into an area where there are 319,500 TV sets — and where retail sales zoomed to more than a billion and a quarter dollars last year!

Add unduplicated NBC live programming in the WFLA-TV 100-mile radius to expertly planned local programs packed with showmanship — *and you have the reason why National Spot Advertisers are buying WFLA-TV 2 to 1* in Florida's SECOND MARKET!*

Consult your BLAIR-TV man for top-rated availabilities on the sales powerhouse of Florida's West Coast . . . WFLA-TV.

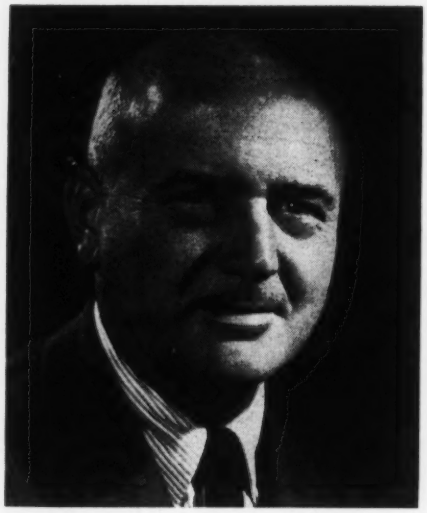
**Rorabaugh, Jan. 1956*

wfla-tv channel 8 NBC
TAMPA-ST. PETERSBURG
NBC Basic

National Representative—BLAIR-TV Inc.

our respects

to GEORGE ALFRED WHITNEY



COMPLACENCY is a word George Whitney keeps in his vocabulary only because it describes every broadcaster's biggest adversary. Otherwise, he'll have no part of it.

Those who do business with the vice president and general manager of KFMB-AM-TV San Diego, Calif., have no fear that this subtle opponent will win out over Mr. Whitney. His efforts to prove consistent success for both sponsor and station are too vigorous.

Mr. Whitney has a keen respect for the beneficial stimulus of competition. He encourages it in his own organization by a management policy which completely divorces KFMB radio from the tv operation.

"Television is the strong, newer medium," he says, "but radio is bigger than ever although it has had to change its complexion a bit. Radio will always be strong because it can saturate a mass audience at low cost. But just like newspapers and magazines in the print media, radio and tv must be competitive."

Progress and community service are rules that govern all planning at the Wrather-Alvarez Broadcasting Inc. stations, whether it be programming or technical facility. KFMB-AM-TV has purchased 16 acres overlooking Mission Bay in the northern part of San Diego where it is going to build a modern radio-tv city. It will be completed by the fall of 1957, at a cost of about $750,000.

If a man is known by the company he keeps, Mr. Whitney is marked as one who doesn't let his leadership qualities and community interest go to waste. He modestly acknowledges active membership in "an awful lot of things" but his associates cite his newly-completed term on the Mayor's Committee for Industrial Development as an example of his constructive ventures to help build San Diego into a still bigger market.

"We consider public service programming an obligation, an opportunity, a challenge and a privilege," Mr. Whitney says. "A public service message is as important to the community as a sales message is to the advertiser and must receive the same attention and 'sell'."

KFMB-TV for three years has been telecasting a weekly live remote from the world-famous San Diego Zoo, and the station's half-hours weekday *Tv Classroom* has been scoring high in ratings as well as in educational circles and offers both college and high school credits.

"We're proud of our aggressive news department too," Mr. Whitney says, citing the several mobile film units used in tv and the large bus being converted to a mobile tv news studio and remote truck. "And we believe in the same thoroughness in our services to the advertiser with our full integrated promotion and merchandising department, complete with its own printing presses," he adds.

George Alfred Whitney is the second of four generations of George Whitneys native to California. He was born Feb. 18, 1907, at San Anselmo, near San Francisco.

Mr. Whitney's natural musical talent took him to the U. of California for two years, and he earned his spending money with campus dance bands. The second year, 1926, one band was so good it went on a junket to Australia and Mr. Whitney went along. He remained "down under" to work musical comedy for several months and then returned to the U. S. and the serious business of playing the saxophone, flute and clarinet, thus the start of a professional career in music which was to include the San Francisco Symphony.

By the 1930's, music had become a strong factor in successful radio programming and like music, radio had found Mr. Whitney. In 1932 he became musical director of KFRC San Francisco, then the CBS-Don Lee key, and he played on network shows such as *Blue Monday Jamboree* (Lipton tea and Shell oil), *Happy Go Lucky Hour* (General Paint Co.) and *Feminine Fancy*. Soon Meredith Willson begin commuting to Hollywood for NBC's *Maxwell Coffee Time* and by 1937, after NBC had moved its music department south, Mr. Whitney followed to work with Mr. Willson on NBC shows like *Carefree Carnival*.

But the song finally ended. Later in 1937 one of Mr. Whitney's other talents was discovered—his salesmanship. He joined the sales staffs of KFI and KECA Los Angeles and began working his way up to sales manager and later business manager. In 1947 he left to form the advertising agency of Harrington, Whitney & Hurst with Gene Harrington and Peter Hurst, but two years later he returned to radio as sales manager of Don Lee's owned stations and the Don Lee Network.

The next year he transferred to KFI-AM-TV Los Angeles as general manager and in 1951 he returned to Don Lee as vice president in charge of tv (Don Lee having acquired KFI-TV). In November 1953, Mr. Whitney was named general manager of KFMB-AM-TV and in May of this year he was elected vice president of Wrather-Alvarez Broadcasting Inc.

Mr. Whitney married Georgia Prather, a native Californian, in San Francisco. They have a daughter, Mrs. Charles Menotti, and two sons, Baron and George III. The Whitneys have a home in Mission Hills overlooking the bay but he refuses to dabble in the garden, preferring a round of golf with Mrs. Whitney.

Little Rock's POWER PACKAGE...

NBC Affiliate

KARK-TV Channel 4

· POWER PREFERENCE · POWER PROGRAMMING · POWER FACILITIES

Power Preference

Across the board, Little Rock viewers choose KARK-TV—

ARB Survey, June 1956—KARK-TV has 7 of the top 12 nighttime shows selected by Little Rock viewers—

1. Highway Patrol—KARK-TV*
2. Your Hit Parade—KARK-TV
3. **$64,000 Question—Station B**
4. Perry Como Show—KARK-TV
5. You Bet Your Life—KARK-TV
6. **I've Got a Secret—Station B**
7. **Badge 714—Station C**
8. **$64,000 Challenge—Station B**
9. Lux Video Theatre—KARK-TV
10. **Ed Sullivan Show—Station B**
11. George Gobel Show—KARK-TV
12. This Is Your Life—KARK-TV

*Shown during same time period on KARK-TV and station C. Combined rating scores first place. Breakdown: KARK-TV, 26.9; Station C, 19.1.

5 of the Top 5 Multiweekly Shows—Network and local, KARK-TV viewers voted for Channel 4 programming—sweeping the first five places with—

1. I Married Joan—3:00 p.m. Mon. thru Fri.
2. News Final—10:00 p.m. Sun thru Sat.
3. Queen for a Day—2:00 p.m. Mon. thru Fri.
4. Tennessee Ernie Ford Show—12:30 p.m. Mon. thru Fri.
5. Evening News & Weather—6:00 p.m. Mon. thru Fri.

Major Share of Nighttime Audience—From 6:00 to 10:00 p.m. KARK-TV captures the largest overall share of Little Rock viewers. 62 quarter-hour firsts of 119 quarter-hours per week—the largest audience in Little Rock.

Power Preference—Power Programming—Power Facilities . . . **the KARK-TV Power Package means Sales Power in Arkansas.**

Power Programming

Network and local, quality programming is increasing the already proven Pulse audience lead of **KARK-TV**—

NBC Television—Programming voted best by Little Rock viewers in the June 1956 ARB survey . . . and KARK-TV reperesents NBC's only exclusive outlet in the entire state.

Top-Rated Local Programming—Specialized local programming for everyone—from Pat's Party for the children to News Final, the program 10:00 p.m. viewers voted in the top Multi-Weekly programs in Little Rock.

Power Facilities

KARK-TV facilities complete the power package in programming and preference—

Higher Tower-Maximum Power—KARK-TV's new tower-power package delivers your message to almost all of Arkansas.

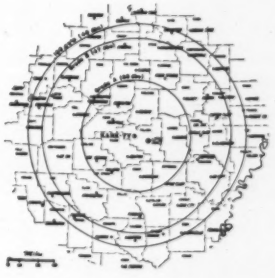
Operating on Maximum Power—100,000 watts.

Full network color facilities.

One of the Tallest Towers in the Nation —1,693 feet above average terrain, —1,175 feet above ground.

Little Rock Plus 44-County Coverage . . .

Now your sales message to thousands of new viewers . . . the facts inside the 100 mv/m contour—



	KARK-TV Coverage	State Total
Counties	44	**75**
Population	1,028,300	**1,785,000**
Households	289,150	**503,060**
Spend. Inc.	$1,094,231,000	**$1,876,635,000**
Retail Sales	805,057,000	**1,399,436,000**
Gross Farm Inc.	284,375,000	**592,572,000**

(Source: '56 SRDS Estimates of Consumer Markets)

Represented by

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

KARK-TV

CHANNEL 4 NBC *Affiliate*

Little Rock, Arkansas

now **WOLF** *is*

FIRST *in homes*

Share of Radio Audience—C. E. Hooper, April-May, 1956 (Latest) (8 am—6 pm Monday thru Saturday)

TOTAL RATED TIME PERIODS	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
	9.9	15.5	25.4	9.7	27.1	20.6

FIRST *in cars*

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

TOTAL RATED TIME PERIODS	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
	34.5	14.9	16.6	11.2	35.2	21.5

FIRST *in points of sale*

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
OVERALL	28.2	20.7	10.9	14.3	38.9	13.4

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . . . .

WOLF

SYRACUSE, N. Y.

NATIONAL SALES REPRESENTATIVES THE WALKER COMPANY

BEVERLY JO HICKS

on all accounts

ATTRACTIVE Beverly Hicks took diverse roads in traffic, continuity and public relations before entering her chosen field of advertising with MacFarland, Aveyard & Co. four years ago.

Miss Hicks is chief timebuyer at the Chicago agency on Drewrys Ltd., Stewart-Warner Corp. (Alemite Div.), Heidelberg Brewing Co. and on behalf of other clients when they are active in broadcast media. Miss Hicks acknowledges she has acquired a distinct appreciation of the value of spot and local buying, particularly spot radio.

"Radio has changed tremendously in the past two and a half years," she declares, citing availability of "premium" packages on many stations. "It is definitely a good mass audience buy for small-budget advertisers—saturation for a reasonable price."

A graduate of Northwestern U. in 1949 with a BA degree and majors in advertising and journalism, Beverly Jo Hicks had ventured into public relations work with her father (head of the Joseph Hicks public relations firm) after leaving high school and while continuing her education at the college level. A native of Chicago (born Jan. 28, 1927), she attended New Trier High School (being graduated in 1945) and enrolled in Bradford (Mass.) Junior College, majoring in English literature before moving to Northwestern U. During those years, she worked parttime at the Hicks organization, writing news releases and directing publicity shots.

Miss Hicks joined WGN Inc. (WGN-AM-TV Chicago) in 1949, dividing her time between traffic and continuity duties. She served as assistant traffic coordinator in 1949 and continuity editor in 1950 for WGN-TV, writing scripts for the *Chicago Tribune* tv station.

After taking a year off "for play," Miss Hicks came to MacFarland, Aveyard in August 1952 as media account supervisor. She was appointed spacebuyer the following August and timebuyer in May 1954. She has bought time for Standard Knitting Mills, Zenith Radio Corp. (Hearing Aid Div.) and others. Among presently-active clients, Drewrys sponsors *Susie* (re-run of *Private Secretary*) and other packages in 15-20 markets and radio-tv spots in other cities; Alemite maintains music, news or sports shows on radio in 50 markets according to distributor patterns, and Heidelberg (a regional brewery, like Drewrys) has similar programs on 35 radio outlets and in five tv markets.

Miss Hicks is single and lives on Chicago's near north side. She belongs to the Broadcast Adv. Club of Chicago.

CRACK MICHIGAN'S

9½ BILLION DOLLAR JACKPOT

On the Knorr Big 4

Michigan's mighty motor empire now goes on an annual spending spree of 9½ BILLION DOLLARS! And, covering this 15 county area with the most popular features on radio are the 4 powerful Community Stations of the Knorr Broadcasting Corporation. Get in on the boom that's bringing advertisers the richest pay-off in Michigan's history!

WKMH
Dearborn-Detroit

WKMF
Flint, Michigan

WKHM
Jackson, Michigan
Jackson Radio & Television Corp.

WSAM
Saginaw, Michigan

save up to 15%

by buying two or more of these powerful stations

★ *Buy all 4 stations . . .* ***save 15%***

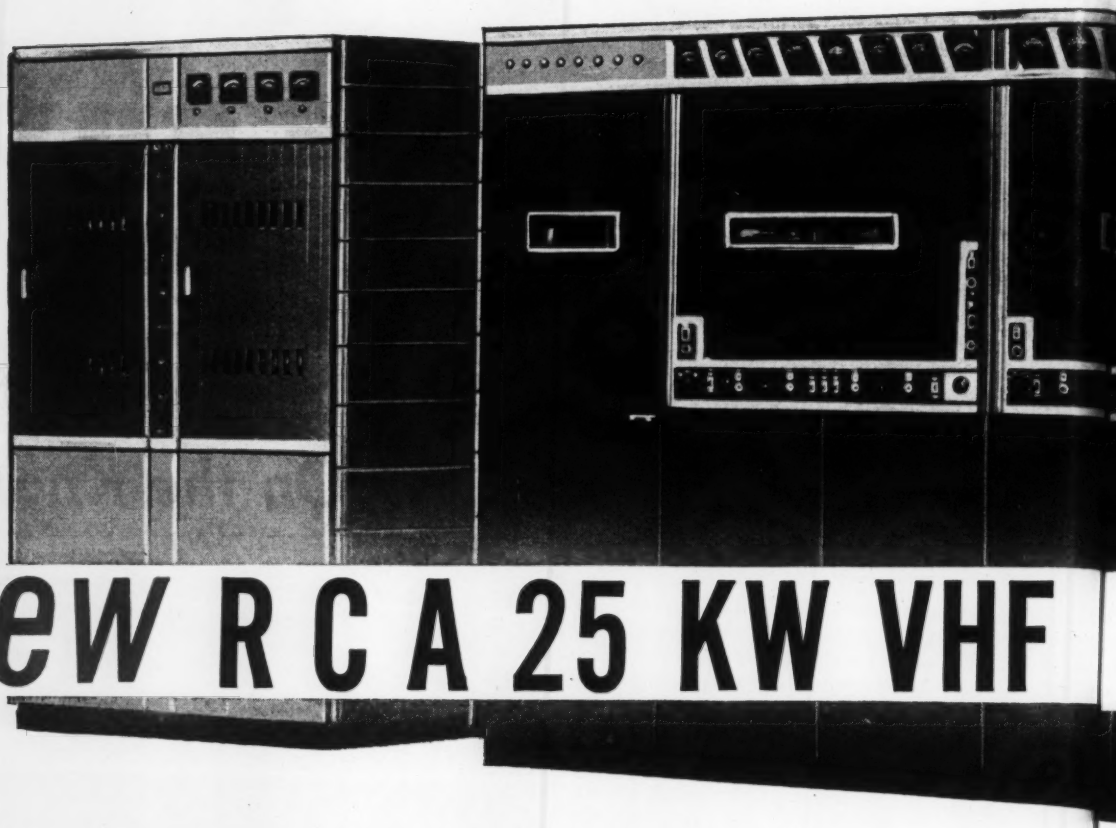
★ *Buy any 3 stations . . .* ***save 10%***

★ *Buy any 2 stations . . .* ***save 5%***

represented by Headley-Reed

The Community Stations

KNORR BROADCASTING CORP.



New RCA 25 KW VHF

Assures flexible arrangement for economical floor plan

Combining all the newest design features of the recently announced RCA 6 KW TV transmitter and the enviable performance record of RCA's famous 25 KW power amplifiers, the new TT-25CL is today's best value! No other transmitter in this power class embraces so many advantages... advantages that engineers and station managers have asked to have incorporated in a single transmitter.

- **FLEXIBLE FLOOR PLAN**—The "block build" design of the TT-25CL permits several combination arrangements. The layout may be as illustrated in the accompanying floor plan, or a modification of this general plan. The 6 KW Driver and P.A. Rectifier and Control Cabinets can be arranged in "U" fashion with the P.A. tanks moved forward and the driver power supply enclosure placed at a remote location to further conserve space.

- **PRECISE COLOR PERFORMANCE**—Built-in linearity correction circuits and intercarrier frequency control, which accurately maintains frequency separation between aural and visual carriers, assure excellent color signal transmission.

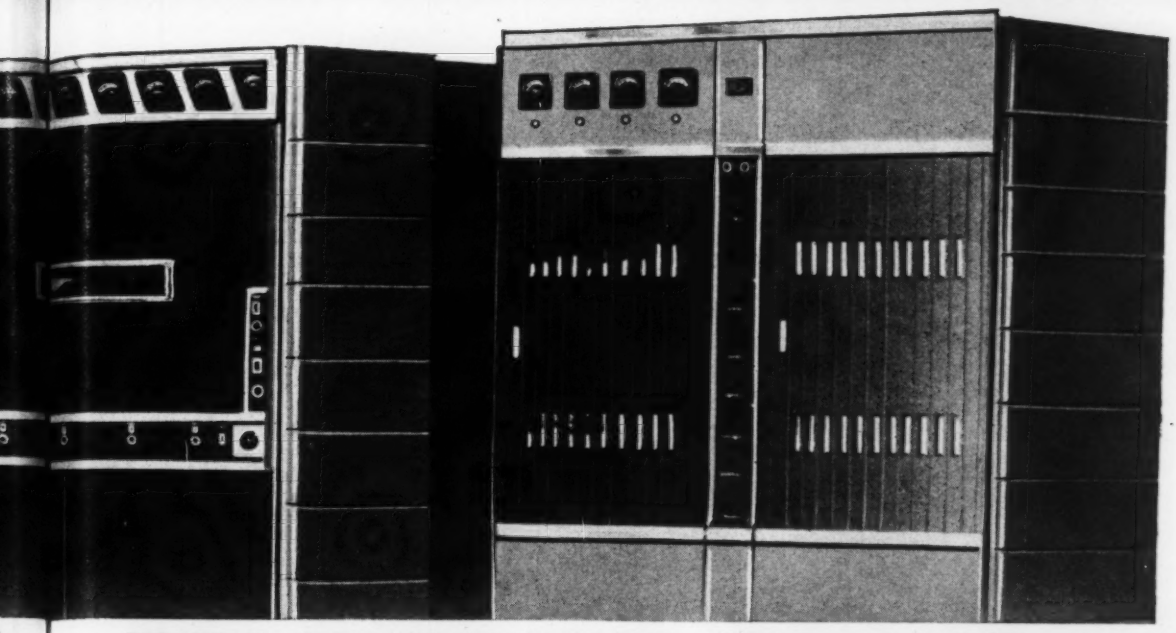
- **EXCELLENT ACCESSIBILITY**—Broadband tuning controls in the 6 KW Driver are accessible without opening any doors. All important driver circuits are adjusted from the front of the unit. Exciter and modulator units have "tilt-out" construction for quick, complete accessibility.

- **THERMOSTATICALLY CONTROLLED HEATERS**—for rectifier tubes are suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

- **ECONOMICAL OPERATION**—A well-chosen tube complement affords lower power costs. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.

- **TIME-PROVED TUBES**—Long life RCA 5762 tubes in both P.A.'s and Driver. Many broadcasters using other RCA transmitters which employ the 5762 tubes report "extra dividends" due to their long-life, economical operation. Over 100 RCA 25 KW amplifiers have been in continuous service to date—each employs the famous 5762.

PLUS . . . OTHER ADVANCED FEATURES—too numerous to mention here! Get the complete story from your RCA Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4011). In Canada, write RCA VICTOR Company Limited, Montreal.



TELEVISION TRANSMITTER

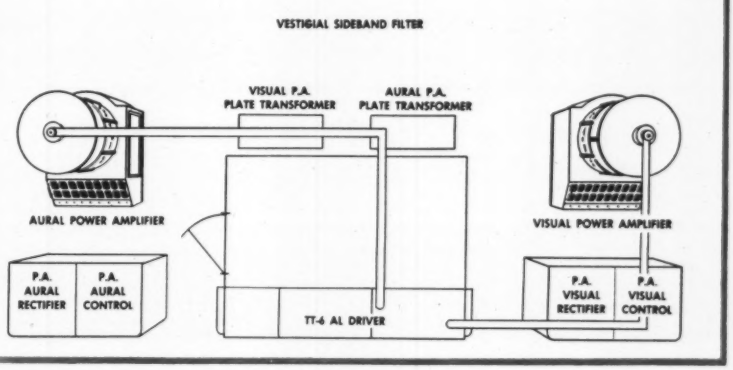
(Type TT-25CL, Low Band)

NOW "ON-AIR" AT WRGP-TV

CHATTANOOGA, TENN.

WRGP is receiving excellent reports on transmission since putting the TT-25CL "on-air." Particularly gratifying comments came from color program viewers who are impressed with the fidelity of WRGP color transmission.

FLOOR PLAN



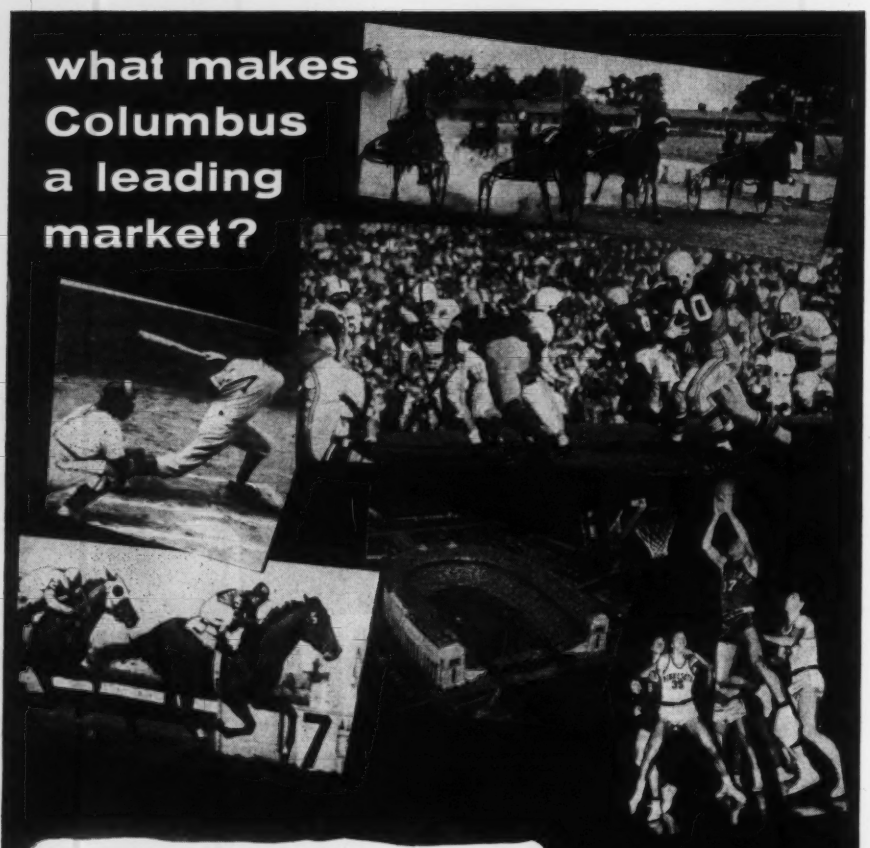
DRIVER PORTION OF THE ABOVE 25 KW TRANSMITTER (LESS AMPLIFIERS) IS AVAILABLE AS A COMPLETE 6 KW TRANSMITTER

Where floor area is at a premium...

such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-25CL is highly adaptable. When new transmitter buildings are contemplated, the space-saving TT-25CL helps to save building costs. The rectifier sections of both the 6 KW Driver and also the Aural and Visual Amplifier Rectifiers can be separated and placed in an adjacent room or basement. *This is an added feature that saves valuable operating area.*

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, NEW JERSEY



"Show me a good sport and I'll show you a good spender!"

Columbus fills this bill . . . Columbus is a leading sports mecca . . . and WBNS-TV, Columbus' leading station, fills the bill for sports coverage.

Columbus is national headquarters for both Minor League Baseball and the Trotting Association. It is home to the International League Jet Baseball team . . . a group sponsored by the faith and money of Columbus businessmen . . . it is the site of the famous Ohio State University Stadium . . . where 80,000 fans cheer their winning team . . . and the new St. John's Arena for indoor sports . . . for racing enthusiasts there's Beulah Park and Hilliards Harness Track . . . for golfers, their own clubs or the beautiful new Arthur Raymond Memorial course . . .

For WBNS-TV viewers, there is complete coverage of their favorite sports . . .

. . . *for ADVERTISERS* . . . there is a guaranteed audience of 500,400 TV families . . . and the assurance that WBNS-TV is rated the number 1 station in this market of sports loving spenders.

WBNS-TV COVERAGE FACTS

TOTAL POPULATION 1,872,900

TOTAL FAMILIES 556,000

TOTAL TV HOMES 500,400

46% average share of audience in this 3 station market.

15 out of 15 Top Once-a-week shows.

8 out of 10 Top Multi-weekly shows.

(Source: Columbus Telepulse July, 1956)

No. 4 in "Columbus Market" Series

WBNS—TV

REPRESENTED BY BLAIR TV

channel 10 • columbus, ohio

CBS-TV Network . . . Affiliated with Columbus Dispatch . . . General Sales Office: 33 N. High St.

BOOKS

TELEVISION IN THE MAKING, edited by Paul Rotha. Hastings House, 41 E. 50th St., New York 22, N. Y. 215 pp. $5.75.

THE BRITISH point of view dominates this collection of 20 articles on the various phases of television writing, production and criticism from Shakespearean drama and ballet to news and even advertising, contributed by 16 Englishmen and four Americans and edited by the former head of BBC's tv documentary department. And the British view is quite different from that prevailing here. For example, writing on tv advertising, the British public relations expert John Metcalf expresses the uncertain view that "it is in television that advertising will gain its greatest victory or suffer its greatest defeat." Whereas, American Harry Wayne McMahan, McCann-Erickson vice president, whose experence with tv commercials is considerably longer, states with complete assurance that in tv advertising "you can make a great many mistakes and still be successful, because television has an impact greater than anything advertising has ever known before." Anyone engaged in American television should enjoy this composite picture of a familiar world as seen by foreign eyes.

HOW TO MAKE THE MOST OUT OF YOUR JOB, by Eugene Carr, Coward-McCann, 210 Madison Ave., New York 16, N. Y. 128 pp. $2.25.

INSPIRATIONAL is the adjective probably best suited to describe this little volume, which the author has subtitled "A Practical Philosophy of Work." It should be of equal value to the young man or woman leaving school to begin working fulltime and to the present job holder in giving them a set of criteria by which to measure their jobs and themselves and the relationship of the individual to his working environment. Mr. Carr is president of Ohio Broadcasting Co. (WHBC-AM-FM Canton and WPAY-AM-FM Portsmouth, both Ohio), subsidiary of the Brush-Moore newspapers.

BASICS OF PHOTOTUBES AND PHOTOCELLS, by David Mark. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 136 p. Paperbound. $2.90.

THE MANY and varied uses to which phototubes and photocells are put today make familiarity with these electronic devices essential for students, engineers and technicians in many fields. This book is designed to "give basic principles, techniques, circuits and practical applications of photoelectricity for those who wish to use photocells and phototubes in their own specific fields," Mr. Mark states in his preface. The manual is fully illustrated with photographs, drawings, charts and diagrams and includes a bibliography of books and magazine articles.

HOW TO BECOME A RADIO AMATEUR (15th Edition—1956), by the Headquarters Staff of the American Radio Relay League. American Radio Relay League, West Hartford 7, Conn. 148 p. Paperbound. $0.50.

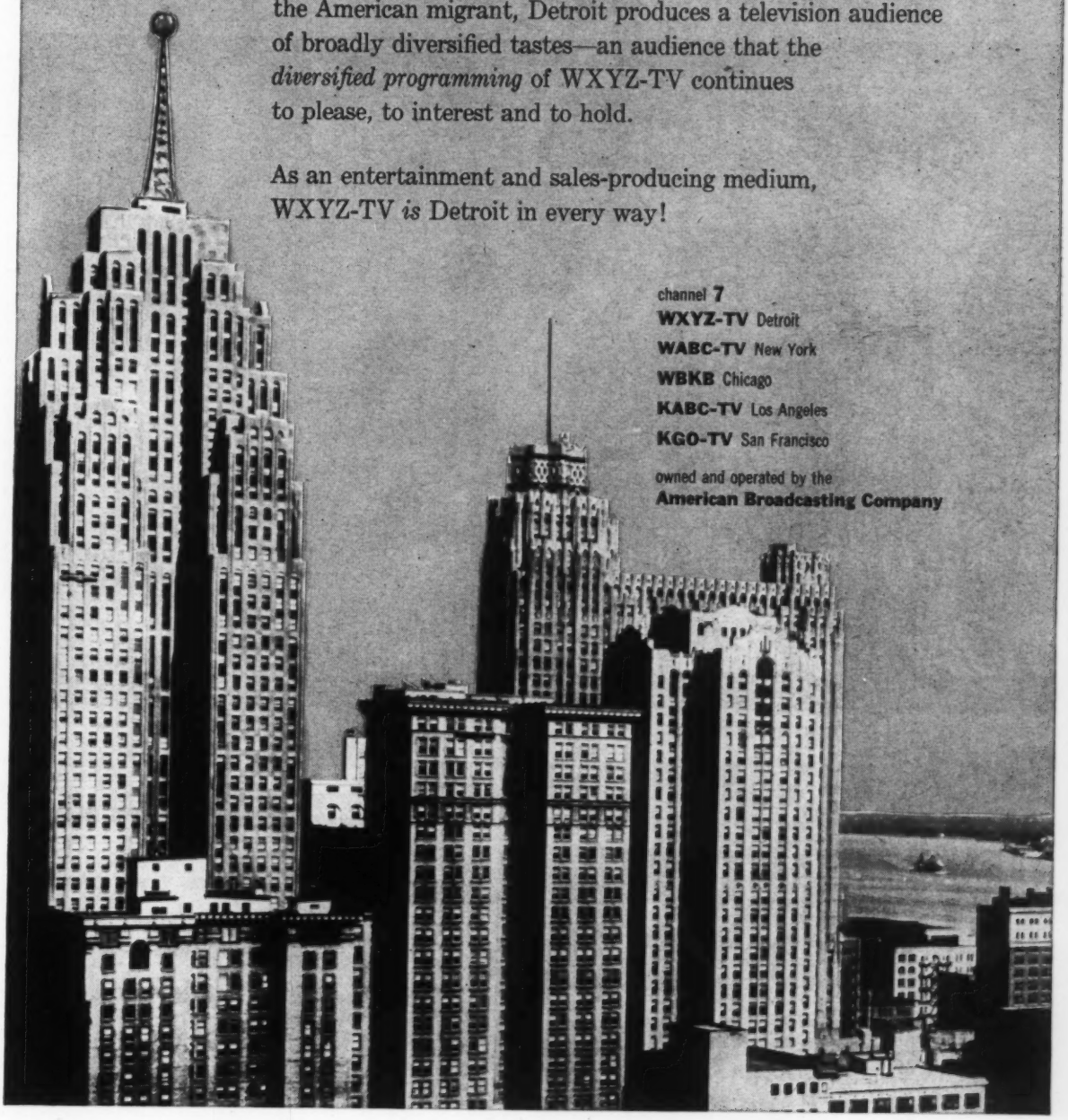
COMPLETE step-by-step constructional information on amateur radio receivers and transmitters for beginners is contained in this new edition of the standard guide for beginners, which has been restyled and rewritten. The easy-to-follow text is augmented with more than 100 photographs and diagrams.

WXYZ-TV is Detroit

From its great inland waterfront to
the lawned streets of its wealthy suburbs,
Detroit is a city of contrasts and complexities.

Constantly absorbing the foreign-born and
the American migrant, Detroit produces a television audience
of broadly diversified tastes—an audience that the
diversified programming of WXYZ-TV continues
to please, to interest and to hold.

As an entertainment and sales-producing medium,
WXYZ-TV *is* Detroit in every way!



channel 7
WXYZ-TV Detroit
WABC-TV New York
WBKB Chicago
KABC-TV Los Angeles
KGO-TV San Francisco

owned and operated by the
American Broadcasting Company

From WTVN Columbus, come the FIRST AVAILABLE RATINGS ON WARNER BROS. PICTURES!

MONDAY NIGHT AUDIENCE CLIMBS FROM

6.2 UP TO **12.1** with "THE PETRIFIED FOREST"

FRIDAY NIGHT AUDI EN

5.8 UP TO **18.**

Bought by Leading Sponsors!

AJAX · HELENE CURTIS · REVLON
ARRID · VASELINE
PROCTER AND GAMBLE
LANVIN · BAVARIAN BREWING!

...AND T

First run on
television exclusive
in your market.
For complete details call..

O
al
pi

55.3% AUDIENCE RISE

ON MON.-FRI. EARLY HOME SHOW

(9:30-11:00 P. M.—AUGUST ARB)

ENCE CLIMBS FROM **3.4** with "LADY WITH THE RED HAIR"

SATURDAY NIGHT AUDIENCE CLIMBS FROM **6.7** UP TO **12.6** with "ACTION IN THE NORTH ATLANTIC"

THIS SUCCESS STORY CAN BE YOURS!

One look at these first available ratings is all the proof you need that Warner Bros. pictures out-rate all competition!

And these are only the first reports! Just wait till the ratings get rolling..up..up..up! On second thought—don't wait! Act now and get the big sponsors and the big audiences.

a.a.p.

Associated Artists Productions, Inc.
345 Madison Avenue · New York 17, N. Y.
telephone: MUrray Hill 6-2323

FLASH #2!

WARNER BROS. MOVIES SMASH ALL RECORDS for WKRC Cincinnati

SUNDAY

JUMPS FROM
3.3 up to **6.3**
"EAST OF THE RIVER"
with JOHN GARFIELD
BRENDA MARSHALL

MONDAY

JUMPS FROM
4.6 up to **6.5**
"ROARING TWENTIES"
with JAMES CAGNEY
HUMPHREY BOGART
PRISCILLA LANE

TUESDAY

JUMPS FROM
4.2 up to **9.0**
"THE SEA WOLF"
with EDWARD G. ROBINSON
IDA LUPINO
JOHN GARFIELD

WED

JUM
4.8 up
"GOD IS
with DE
RAYM

...AND NEXT DAY (5 PM) RE-RUNS BOOSTED PREVIOUS MONTH RATINGS BY OVER 100%

CAPTURE THE BIG AUDIENCES and THE BIG SPONSORS IN YOUR MARKET WITH WARNER BROS. MOVIES...TIE 'EM UP TODAY...CALL

AUGUST ARB RATINGS ALMOST DOUBLE

FOR ALL SEVEN LATE NIGHTS OVER JULY—FROM 4.9 up to 9.0

DNESDAY
JUMPS FROM
up 13.4
S M CO-PILOT"
DEN MORGAN
AYMO MASSEY
CLARK

THURSDAY
JUMPS FROM
4.3 up to 8.1
"THE UNSUSPECTED"
with CLAUDE RAINS
JOAN CAULFIELD
CONSTANCE BENNETT

FRIDAY
JUMPS FROM
5.7 up to 8.1
"BORDER TOWN"
with PAUL MUNI
BETTE DAVIS

SATURDAY
JUMPS FROM
7.1 up to 11.2
"FLAXY MARTIN"
with VIRGINIA MAYO
ZACHARY SCOTT

a.a.p.

Associated Artists Productions, Inc.

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CHICAGO 203 N. Wabash Avenue · DEarborn 2-4040
DALLAS 151 Bryan Street · RAndolph 6043
LOS ANGELES 9110 Sunset Boulevard · CRestview 6-5886

HAVE YOU SEEN FLASH No. 1?

WTVN Columbus increased the Mon. thru Fri. average for its "Early Home Theatre" more than 55%...from 7.6 up to 11.8! Its Saturday "Summer Playhouse" jumped from 6.7 up to 12.6!!

Yes, WEMP keeps Milwaukee company around the clock with the latest news 38 times daily, the best in recorded music and a regular schedule of play-by-play sports. The result is that if you turn on a radio hereabouts, no matter what time of the day or night, chances are it's already tuned to WEMP 'cause that's where it was set when it was last used . . . and chances are too, someone'll tell you to let it set just the way it is.

In short, WEMP is a HABIT in Milwaukee with Dad, Mom, the teen-agers, the sports . . . everyone! They're the people you want to reach fast, 'cause when you sell 'em, you're in business with a capital "B"! Looks like you better get a line on WEMP rates and availabilities, doesn't it?

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1956 . . . 21 years of service to Milwaukee • Represented nationally by Headley-Reed

AWARDS

Philco's Fink Wins 1956 SMPTE Award

DONALD G. FINK, research director of the Philco Corp., Philadelphia, has won the 1956 *Journal* award of the Society of Motion Picture & Television Engineers for his article, "Color Television vs. Color Motion Pictures" that appeared in the June 1955 issue of the society's *Journal*. Presentation of the award will be made during the SMPTE 80th convention in Los Angeles Oct. 9.

Mr. Fink has written numerous technical books on tv engineering and standards.

Honorable mention was accorded to Eastman Kodak's J. F. Carroll and John M. Calhoun for their Sept. 1955 *Journal* article, "Effect of Nitrogen Oxide Gases on Processed Acetate Film;" RCA's Otto H. Schade for his November 1955 *Journal* piece, "Image Analysis in Photographic & Television Systems," and Edward W. Kellogg's three-part "History of Sound Motion Pictures" which appeared in the June, July and August 1955 *Journals*.

'Stella' Awards Presented By Radio-Television School

SIXTEEN television performers and programs have been named recipients of new "Stella" awards, presented for national achievement in the tv industry by Northwest Radio & Television School. The award winners were chosen in a survey of more than 5,000 Northwest students through the United States and its territories.

Winners were *The Ed Sullivan Show* (variety entertainment and master of ceremonies); *Wide, Wide World* (show offering greatest contributions to creative television techniques); *You'll Never Get Rich* (new television series); *Studio One* (most original teleplay); *I Love Lucy* (comedy series); *Lawrence Welk Show* (musical program); *Cavalcade of Sports* (sports coverage); *Climax* (dramatic program); *$64,000 Question* (quiz-panel show); *You Are There* (documentary program); *Confidential File* (public service); *John Cameron Swayze* (news and special events); *Omnibus* (educational program); *Disneyland* (children's show); *Home* (women's show), and Steve Allen (tv personality).

Northwest has schools in Portland, Ore., Hollywood, Chicago and Washington.

Nominations Being Accepted For Edison Radio-Tv Awards

THE Thomas Alva Edison Foundation last week announced that nominations are open for the second year of its National Station Awards for Serving Youth. Community organizations are requested to submit names of television and radio stations that are best serving American youth to their national organizations for forwarding to the Edison Foundation by Nov. 1, 1956.

Charles Edison, honorary president of the Edison Foundation and former governor of New Jersey, explained that the local television and radio stations that are adjudged as having "best served youth" in communities during 1956 will receive a national station award. Each award includes an Edison scholarship of $1,000 for a college education which the winning station will present to a high school senior selected by a committee of educators in the community. The winning stations will be announced at a dinner to be held by the foundation Dec. 4 at the Waldorf-Astoria hotel in New York.

Winners of the Edison Foundation National Station Awards for 1955 were WTIC Hartford, Conn., and WBNS-TV Columbus, Ohio.

Well-known Newscaster, WJBK-TV, Detroit

Jac LeGoff asks
Students and College Presidents:

"SHOULD BUSINESS GIVE MONEY TO HELP COLLEGES AND STUDENTS?"

GEORGE L. HOUGHTON, graduate student (shown above in chemical laboratory), University of Michigan:
"Because advanced study requires extra years of financial outlay, many capable students are placed under a big handicap. Some companies with an intelligent interest in our national welfare have established fellowships to encourage these students to continue. If there ever was conservation of 'natural resources', this is it."

DR. RUSSELL J. HUMBERT, President of DePauw University, Greencastle, Indiana:
"We can be thankful that business *is* giving financial aid to colleges. If outside financial aid were not available, many small colleges would have to raise tuition fees to a point which some students could not afford. Inevitably, some fine boys would miss out on higher education, to their own loss and that of our country."

MARCELLA KRAKOWSKI, Beloit College, Beloit, Wisconsin:
"Well, let's put it this way. The smaller liberal arts colleges and many of their students need a helping hand with their financial problems. Some progressive companies—recognizing this need—are making a real contribution in this respect. Yes, money from business sources gives us necessary encouragement and support."

DR. MILLARD G. ROBERTS, President of Parsons College, Fairfield, Iowa:
"Far-sighted businessmen who understand the close relationship between sound education and the over-all national welfare already have answered that question with generous financial aid. They are not only helping many young people to develop their full potentialities, but they are also helping to build a stronger, better-informed America."

What Makes A Business A Good Citizen?

At Standard Oil we believe that a business concerned with good citizenship should take a constructive interest in matters affecting our national welfare. To give financial aid to colleges and students is the American way to help build our country's future. Standard Oil has provided the means to support scholarships and graduate fellowships in science for college students and to aid privately-financed liberal arts colleges in 14 Midwestern and Rocky Mountain States.

STANDARD OIL COMPANY (INDIANA) STANDARD

You Can Cover MORE of ARKANSAS with KTHV

CHANNEL 11 LITTLE ROCK

KTHV HAS: Tallest antenna in the Central South—1756′ above average terrain!

KTHV HAS: Basic CBS affiliation—Channel 11—316,000 watts!

KTHV HAS: Central South's finest and most complete television facilities—completely new building, four camera chains, two large studios, 20′ revolving turn-table, fully-equipped kitchen, etc.!

Ask your Branham man for the *new* KTHV coverage story!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*

B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING TELECASTING

September 10, 1956 Vol. 51, No. 11

POST-'48 MOVIES

Chance of Release to Tv?

THE big push began in Hollywood last week looking toward an industry policy governing the release of post-1948 feature motion pictures to television. It was becoming obvious to everyone that waiting for the other fellow to sell might leave his own market potential depressed.

Representatives of the ten major studios huddled behind sealed doors at the Motion Picture Producers Assn. to explore some kind of united plan to govern release of post-1948 features to tv which would solve the big problem of making a peaceful settlement with the multiplicity of guilds and creative contributors—a thorny labor relations issue which has been one excuse cited for not releasing to tv. The other more obvious reason has been the studios' reluctance to give up current product which still might be considered to have bigger exhibition value in normal theatre channels.

Although MPPA representatives refused to confirm the meeting and said, "There is no story, we'll let you know when we have something," other industry spokesmen confirmed that a gathering of top studio labor policy officials was held at MPPA last Tuesday and that some time this week a second meeting is scheduled with independent producers in an obvious desire to form a united front when eventual formal talks are begun with the labor groups.

Major studios were silent about their individual post-1948 release plans. Although the product is made in Hollywood, sales decisions and policy forecasting usually are performed in New York business offices. But none of these can act until after some sort of accord is reached on the Hollywood labor front—in effect a coast-to-coast juggling act where it is sometimes convenient to say that the right hand doesn't know what the left is doing.

But Hollywood sources seem agreed that tv "has a voracious appetite for progress" and eventually nearly all studios will release post-1948 films to tv and more than one will do so soon. Each seems concerned about the best timing to assure a favorable market once the labor residuals issues are worked out. "The race is on," one observer noted, "even though the studios must show a common front when working out the extra-pay to the guilds. All are afraid someone else will break ranks and make a deal which will bind the rest."

Marvin Faris, executive secretary of the Society of Independent Motion Picture Producers, told B•T he could not confirm or deny an invitation to the meeting this week but he said his own organization has been considering the problem for some time.

Spokesmen for the principal guilds acknowledged that informal discussions have been held recently with producer representatives looking toward a solution to the post-1948 release. The Writers Guild admitted "negotiations" are in progress but said it has always been labor-management policy in Hollywood to refuse to discuss any aspect of the talks until a solution was reached and an agreement made.

One producer told B•T, "We made a mistake to let this thing go on so long. We have lost our theatre profits in recent years and could have recouped part of them from television. Now the guilds have begun to think they have big rights in these films and even have exaggerated ideas of the tv values.

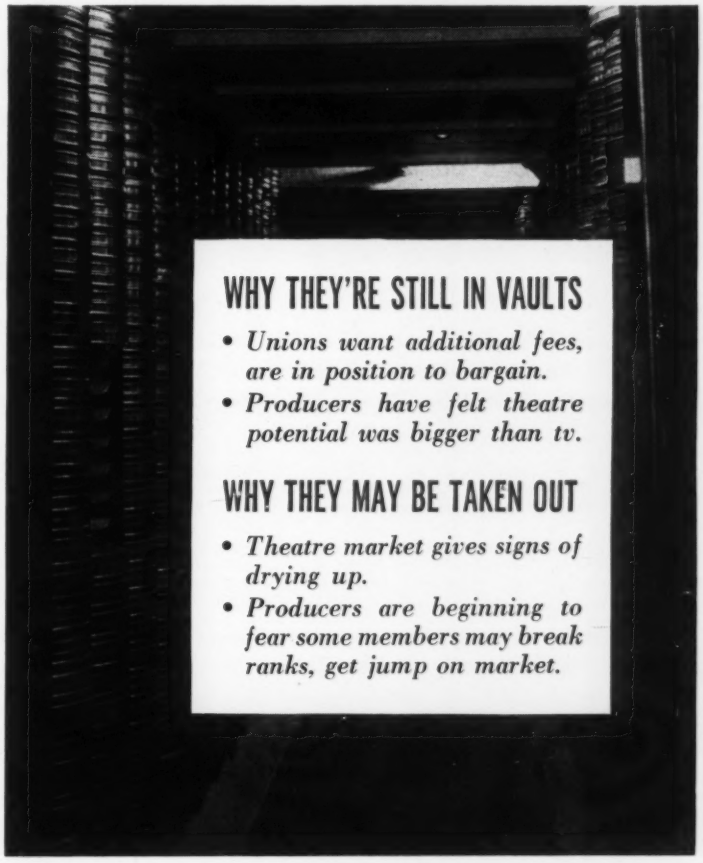
He acknowledged, however, that for so many years major producers refused to even consider that the day would come when they would think of television as a market for theatre product.

Current thinking among the majors is understood to include a plan for roughly a 25% slice of tv revenue to be split among the guilds with picture owners getting about 45% and the remainder to cover distribution. But there also is pressure reported "to hold off for at least another year" despite the trend among independent producers to turn some of their post-1948 films to tv.

Principal contenders for the new tv money will be the Screen Actors Guild, Screen Directors Guild and Screen Writers branch of the Writers Guild of America. Producers seem agreed there will be little disputing of the issue with what they call the "powerful" American Federation of Musicians.

They acknowledge that the AFM had the foresight in 1946 ("when we never dreamed we ever would release to tv") to work out an agreement whereby 5% of the tv gross would funnel into the musicians performance trust fund and each playing musician also would get an extra $25 (now also diverted to the trust fund and subject of internal dispute within AFM.)

There is a host of other craft guilds, including cameramen, makeup men, costumers, electricians, etc., which probably will want to get in on the split-up of the prospective new revenues, but producer representatives feel that fair distribution among these groups would be too difficult to work out and the compromise might be to put the portion into the movie industry pension plan


WHY THEY'RE STILL IN VAULTS
• Unions want additional fees, are in position to bargain.
• Producers have felt theatre potential was bigger than tv.
WHY THEY MAY BE TAKEN OUT
• Theatre market gives signs of drying up.
• Producers are beginning to fear some members may break ranks, get jump on market.

which has already amassed about $5 million in three years of operation.

There has been some talk of possibly putting all of the guild split into a welfare or pension plan to solve the difficult problem of disbursing the money to the innumerable individuals who contributed to the making of the original films. But SAG, SDG and the Writers Guild are known to be opposed to this idea since they already are set up to disburse funds under their syndicated tv residuals plans and believe the original actor, director or writer is entitled to receive the extra payment from further exploitation of his creative efforts.

The 1948 Cutoff Date

Aug. 1, 1948, is the arbitrary dividing line for determining extra pay to the guilds when feature films are released to tv. It came about when an industry contract was renegotiated at that time by SAG. The contract included a provision that after that date no new feature films would be released to tv, but in the event that they should be released, SAG had the right to cancel the contract. In effect, this meant SAG had reserved the right to demand new negotiations to settle on extra pay if and when tv release of post-1948 films were so considered—then thought "highly unlikely" for many years.

Contracts of other major guilds soon followed the SAG formula. All guilds except AFM by this position gave up claim to any residuals from pictures made before Aug. 1, 1948.

Several years ago SAG worked out another formula with Allied Artists covering about 100 Monogram features made after 1948 being put on the tv market. It is called the Monogram Formula and since has been adopted by the Writers Guild for such pictures, all low-budget productions. It calls for the actor or writer to receive 12½% of his original salary when tv release grosses under $20,000. The extra pay jumps to 15% if the tv revenue exceeds $20,000. About a dozen independent producers have used this formula in putting their post-1948 product on the tv market but it is generally considered economically out of proportion for application to big money films produced by the major studios.

Virtually all the major Hollywood studios with the exception of Paramount Pictures have released some of their pre-1948 feature films to television. Paramount has been holding out with the hopes of FCC approval of pay-television in which it has extensive subsidiary equipment and system interests.

Some of the feature backlog bundles have included a few post-1948 films, as in the case of the 700-odd features sold by Warner Bros. to Lou Chesler's PRM Inc. But in cases such as these the selling studio notified the purchaser he would be responsible for negotiating tv clearances with the guilds.

In the case of the Warner package, representing almost all of that studio's feature production between the years of 1930 and 1948, about nine films are post-1948 product. One of these, "Flamingo Road," hit the air on KTLA (TV) Los Angeles, several weeks ago and was slated to be aired again Tuesday, Guild sources said, but was discovered and a pre-1948 substitution made.

Guild sources acknowledged that several months ago they had a joint meeting with PRM Inc.'s David Stillman in an unsuccessful effort to work out a formula to cover extra pay for the release of post-1948 films. SAG, SDG and the Writers Guild officials were present. And one source admitted that this was the first time they had ever met jointly to consider the issue.

Guild sources admitted that some post-1948 films being released to tv by independent production units now out of production cannot be tapped for extra pay although in one instance a producer was put out of production when the SAG cancelled his contract for releasing to tv without making extra payments.

In the case of MGM, which is leasing its film backlog to tv rather than outright sale, the major studio is retaining ownership of the films and hence will have to deal directly with the guilds when it comes to releasing post-1948 product.

For the past two years, SAG pacts with independent producers have automatically included tv release provisions patterned on the Monogram Formula. Most of these films are in the low-budget category.

Producer Accord Expected

Studio spokesmen do not expect much pressure from the Screen Producers Guild with respect to extra pay for post-1948 films released to tv since in most instances the producers are under personal contract with the studios and share in the film gross anyway. "About the only thing the SPG ever negotiated of real importance was the screen credit provisions," one representative told B•T.

The Writers Guild in June announced that its agreement with Allied Artists for extra pay for post-1948 films released to tv was already bearing fruit. The guild said that in the four-month period since the contract was signed 54 screen writers had divided up more than $17,000 in tv payments from the post-1948 films. All the films had been sold to tv for less than $20,000 each, hence the writer payments were based on the 12½% formula.

ADVERTISERS & AGENCIES

DETROIT'S PRODUCTION CUTS REFLECTED IN AD PLANNING

Conservative note is in auto industry's pre-season broadcasting strategy, an obvious reaction to last year's over-production. Most plans for selling the 1957 lines are still under wraps, but here's the up-to-now on the major companies' activities.

THE NATION'S car makers are tooling up their advertising campaigns for a fall splurge designed to get sales back in high gear after two seasons in which buying was unable to keep pace with vastly over-optimistic production planning.

But like the new models they are enshrouding in tarpaulins to hide designs from competitors and public, auto makers' ad plans are being kept largely under wraps until 1957 lines are introduced around early November.

In most cases planning is still in progress and decisions won't be complete for some weeks yet. Even if they were ready now, the competition-conscious manufacturers would not be inclined to tip their hands to rivals. As one said: "We're no different from the dressmakers, except we're playing for higher stakes than a $175 Dior creation."

Reconnoitering by B•T indicated last week that as things then stood—but always subject to change before final decisions are made—the auto industry as a whole is taking a more conservative approach to its advertising this year than last, just as it is more conservative in its production plans.

Where car makers were thinking in terms of an 8-million car market last year, they now are talking in terms of 6.5 million to 7 million cars sold in 1957. Their advertising plans, too, seem due for a streamlining—though it is obvious that radio-tv will be given a heavy responsibility for moving the new models—and keeping them moving.

Here is what a B•T survey of the major car companies and their agencies turned up on broadcast planning at this stage:

CHRYSLER CORP.

Chrysler Corp., fifth among the nation's tv spenders for the first half of 1956, plans "somewhat increased" broadcast campaigns for its four consumer divisions—Dodge, Chrysler, Plymouth and DeSoto. On a corporate level, it will continue CBS-TV's weekly *Climax* and its once-a-month *Shower of Stars* (in the *Climax* time slot), which alone will account for a seasonal outlay of $6-7 million. It also will conduct a radio spot campaign in cities where large auto expositions are to be held: New York, Chicago, Dallas, Los Angeles and Detroit. This campaign will start Dec. 8 and should run well into March with the "1957 pitch." Dealer co-op plans for the four consumer divisions are still in the formulative stage.

• Plymouth, which has made no bones about its intention to climb back into the No. 3 slot in U. S. car sales, is scheduled to get the lion's share of overall Chrysler broadcast allocations. Ever since bowing out of NBC-TV's week-night *News Caravan* earlier this year and its abortive sponsorship of the Eddie Mayehoff (*That's My Boy*) series on CBS-TV a few seasons back, Plymouth's been scouting for a tv property. It's found it in Lawrence Welk's champagne music, which has sparked sales for Dodge Div. Starting Oct. 8, Plymouth will lock bumpers with Dodge by co-sponsoring the second Welk show, *Top Tunes and New Faces,* also on ABC-TV. On this show, advertising for Plymouth, normally handled through N. W. Ayer & Son, Philadelphia, will be placed by Grant Adv., Detroit, Dodge's agency. Recent shifts in top sales management at Plymouth's home office—bringing to the forefront an entirely new team of broadcast-minded executives—lend credence to one Ayer official's comment, "Plymouth isn't through studying tv programming yet."

Plymouth's spot plans, according to the agency, will be "up volume-wise" and "steady-as-we-go dollar wise." Translation: While its planned 65-market radio-tv introductory drives won't necessarily mean a higher broadcast budget, Ayer expects "more impressions through radio." Its co-op dealer campaigns, differing from market to market, are yet to be aligned.

• Dodge's move in adding a second Welk show to its tv program roster will assure it week-in (Monday night) and week-out (Saturday night)

penetration. It will give Dodge two network programs this season as against last year's three: *Break the Bank, Lawrence Welk Show* (No. 1), and *Make Room for Daddy,* but on the other hand Dodge plans to launch what Grant's Detroit-based radio-tv director, Bob Mack, calls "the hardest-hitting spot campaign in Dodge's history." While Mr. Mack indicated that it would be "unfair" to say that the monies formerly spent for *Break the Bank* and *Daddy* would be wholly devoted to spot, he did indicate that an early November, three-to-five week tv spot campaign would be "very heavy" in outlay. Supplementing the tv drive will be an equally "hard-hitting" radio spot drive.

• DeSoto will continue the Groucho Marx-John Guedel *You Bet Your Life* quiz on NBC Radio and NBC-TV, and, to gain a larger slice of the weekend car audience, will shift the radio version of the Thursday night tv show from Wednesday night to Saturday, 12:30 p.m., starting Sept. 29. A. J. Weinrich, vice president in charge of media merchandising, BBDO, Detroit, said spot plans "haven't been firmed yet," but added that client approval should be forthcoming "within 10 days or two weeks." On tap: heavy radio-tv spot drives in addition to regional dealer campaigns.

• Chrysler and Imperial, out of NBC-TV's *It's a Great Life,* plan no radio campaigns this season, will limit their introductory announcements to three-week tv spot drives in 100-plus markets and to a few institutional pitches via the corporately sponsored *Climax!* and *Shower of Stars* programs. McCann-Erickson, Chrysler Div.'s agency, also is meeting with dealers and distributors to draw up co-op schedules.

GENERAL MOTORS CORP.

General Motors, last year among the more active network tv sponsors, plans for a general cut-back in programs for the 1956-57 season.

• Buick Div., following its unhappy experience with the filmed Jackie Gleason *Honeymooners* series, plans to narrow its introductory campaign to a seven-day radio push in the top 100 markets. Otherwise, Kudner Agency officials declined to discuss Buick's broadcast plans other than alluding to "participations in a few NBC spectaculars." One of these would be NBC-TV's *Producers' Showcase,* with Buick picking up half—45 minutes—of the once-a-month color program. It also will repeat sponsorship of CBS-TV's New Year's Day telecast from Miami's Orange Bowl.

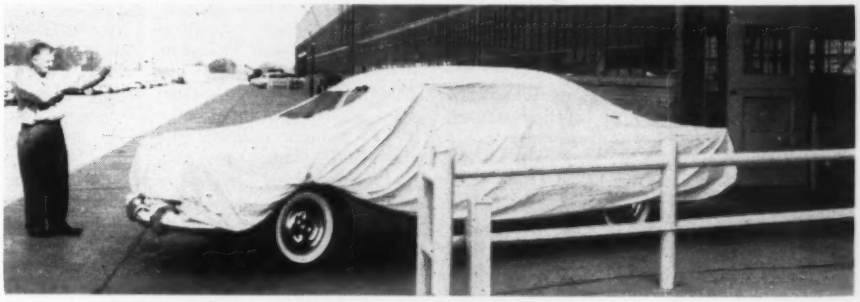
• Pontiac, not pleased with its *Playwrights '56* on NBC-TV last year (when the program was up against *$64,000 Question*), plans to be back in network tv this year with a "slightly smaller but by no means weaker budget," despite the gloomy pronouncements about tv and autos a few months ago by Ernest Jones, president of MacManus, John & Adams, Pontiac's agency. According to Chuck Campbell, MJ&A's radio-tv director in Bloomfield Hills, Mich., this is the way the Pontiac broadcast picture looks to date: two-week spot drives in both radio-tv, running concurrently the first half of November. MJ&A will place its introductory spots on 275 tv stations in 154 markets, on 339 radio stations in 184 markets, plus a two-week dealer co-op drive in radio in 1,200 small markets. The dealers will stay out of spot tv "for the most part," it was reported. Also in the broadcast hopper: participations in NBC-TV's *Today* and *Tonight* [B•T, Sept. 3]; selective segments on CBS Radio's *Robert Q. Lewis Show, Galen Drake, Amos 'n' Andy,* and others in the network's segmentation plan, and a few segments in CBS Pacific Television's *Panorama Pacific* morning show and NBC Radio's *Monitor.* Announced previously: Notre Dame U.'s football schedule and NBC-TV's coverage of various pro football games in December.

• Cadillac, never a heavy broadcast advertiser, is planning a radio spot schedule in 160 key cities, using 325 stations. Also through MJ&A, Cadillac will be heard in 900 small markets through GM's dealer co-op plan.

• Chevrolet, tied with Ford for first place in sales, isn't talking. It will conduct radio-tv spot drives "above and beyond the norm," according to Philip McHugh, vice president in charge of radio-tv at Campbell-Ewald, Detroit, Chevrolet's agency. Chevy, like Ford, will make it grab for the public's eye in November. It's expected to stick more or less to last year's network programs: ABC-TV's *Crossroads,* NBC-TV's monthly *Chevy Show* color spectacular and weekly quarter-hour *Dinah Shore Show,* CBS-TV's weekday *Garry Moore Show* and its five-minute news capsules on CBS Radio.

• Oldsmobile, active in last season's Max Liebman spectaculars and one-shot special events will cut its broadcast budget despite the fact that—in the words of an official at its agency, D. P. Brother & Co.,—"on the basis of a calendar year, we will look very busy."

Olds has joined RCA and Sunbeam in picking up NBC's combined convention-campaign-election night package, and the election night coincides with Olds' unveiling of its 1957 Rockets. Olds' cutback this year: cancellation of the 15 minute *Patti Page Show,* which was spotted in 140 tv markets, and trimmed sponsorship (to half) of the Saturday night spectaculars. Since Olds' spot campaigns traditionally are on a year-round basis, D. P. Brother reported that the "only change" in spot will be in the choice of continuity. Copy switch will begin in 30 radio and 30 tv markets around Nov. 1.



New models get ready to roll. This is Chrysler's, under wraps.

FORD MOTOR CO.

Ford Motor Co., which earlier this summer "served notice" on all three major tv networks that it would listen to proposals for a network-created program capable of "hard-selling" all Ford consumer divisions (yet able to maintain an institutional aura) [B•T, Aug. 20], will stick to divisional advertising "for the time being." Having dropped its 50% sponsorship of NBC-TV's *Producers' Showcase,* Ford this autumn will bring up its big guns on CBS-TV's *Ford Star Jubilee,* which will introduce the Ford Div. line (sedans, coupes, convertibles, station wagons and Thunderbirds) through J. Walter Thompson Co. The division also will use its *Ford Theatre* (switching from NBC-TV to ABC-TV) and NBC-TV's *Tennessee Ernie Show.* As to spot, a Thompson official says "it's like D-Day here. We're not talking."

• Mercury, which shares CBS-TV's *Ed Sullivan Show* with Lincoln, plans a heavy, seven-week co-op radio campaign starting in 100 major markets on Oct. 27. By the end of the seven-week period, over 1,300 stations in 700 markets will have carried the Mercury message. Its agency, Kenyon & Eckhardt, New York, plans no tv spot.

• Lincoln, serviced by Young & Rubicam, Detroit, plans "absolutely no spot" this autumn, will stick to its announcements in the Sullivan show. Its broadcast budget is reported by Y&R as "half of its total advertising allotment."

• Continental Mark II, handled as a separate division, will not get air exposure this season. Its past broadcast activities were limited to occasional showings on *Producers' Showcase.*

• Ford's experimental "Car E" also will not figure in this year's ad strategy, having been earmarked as a 1958 model, according to Ford sources in Dearborn and New York. Agency: Foote, Cone & Belding, Chicago.

AMERICAN MOTORS CORP.

American Motors Corp.'s timebuying plans were described by agency officials as "much in the air" last week, but apparently they include heavy reliance on radio. Working on a trimmed broadcast budget for both Hudson and Nash-Rambler divisions, American Motors is aiming for greater penetration of non-tv markets in selling its low-priced 1957 Ramblers. Its *Disneyland* (ABC-TV) participation will be trimmed to "somewhere close to half of last year's announcement time," according to Geyer Adv.'s Radio-Tv Director Ray J. Mauer. Impressed by Rambler's "cross-country experiment" via NBC Radio's *Monitor* last June [B•T, July 9], Geyer has ordered more participations on this weekend radio service; is looking into "other" programs designed for the weekend driving public, and plans a "limited amount of tv spot." Both introductory campaigns for the Nash-Rambler line and the Hudson line (latter handled through Brooke, Smith, French & Dorrance, Detroit) will kick off the end of October for an average of two to three weeks. Hudson, unlike its sister divisions, will stick strictly to "the radio route" for this campaign, said BSF&D's George Johnston, vice president and Hudson account executive, but will gain some tv exposure through American Motors' billboarding on *Disneyland.* Both Messrs. Johnston and Mauer indicated spot will be "highly selectively used."

STUDEBAKER-PACKARD CORP.

Studebaker-Packard of South Bend, Ind., is on the look-out for a tv show, having dropped last season's Monday night ABC-TV *Tv Readers' Digest,* and also plans strong reliance on radio-tv spot in selling its 1957 Studebaker line (through Benton & Bowles, New York), which was previewed for newsmen in New York last week. Campaign details are still being worked out, however, but the drive presumably will break about the time the new models are introduced to the public Nov. 1. As to Packard, S-P officials said the firm will definitely bring out a 1957 line in January, contrary reports notwithstanding. Spokesmen at D'Arcy Adv., New York, Packard's agency, would shed no light on Packard's ad schedule, other than to say a campaign would break after Jan. 1.

A PRESTIGE DEPARTMENT STORE PRODUCTIVE, AND PROFITABLE,

IN ALL the 7½-decade history of Woodward & Lothrop, prestige department store in the nation's capital, no spokesman had ever dared lend official dignity to the nickname universally used by its customers and friends.

"Woodies," said Mrs. Jones to Mrs. Brown across the backyard fence.

And "Woodies," said Mr. Jones to the boss as he took some of his lunch hour to shop at the men's store.

In its long Washington career this famed merchandising institution had never sanctioned the name by which it was best known.

Never—that is, until an ad libbing disc jockey, declaiming on behalf of the men's store, inadvertently or possibly advertently uttered "Woodies" into a microphone.

If Woodward & Lothrop was officially shocked, Washington wasn't. "Woodies" was part of the area's shopping jargon. Nothing more natural could have come from a radio voice.

Tradition had been violated and Woodward & Lothrop acted in a manner befitting such an affront. A stern letter was dispatched to the seven Washington radio stations participating in one of the most extensive broadcasting campaigns in retailing history.

After excitement had subsided, store management conceded use of the nickname had brought no ill effects. Customers, certainly, were not hanging their heads in shame. And then came a shocking realization—suppose someone decided to set up a competitive store and call it Woodies. That did it. Woodward & Lothrop registered the name and, in the mood of its young, forward-looking management, withdrew historic objections to its use.

Those closely observant of the store's postwar renaissance weren't especially surprised. They had watched management enlarge the downtown plant and move into the surburbs, simultaneously. And they had noted Woodies' adoption of radio as a primary advertising medium, following a pattern submitted by Radio Advertising Bureau.

Last month Woodies celebrated its second anniversary of extensive radio broadcasting. And next week the store will be presented with an official citation by seven Washington-area stations. As Woodies opens its largest suburban branch at Seven Corners, eight miles out in Virginia, local broadcasters will present a plaque in recognition of continuous and productive use of radio.

The Woodward & Lothrop story starts with the opening of a Washington store in 1880 by two Yankees—Samuel Walter Woodward and Alvin Mason Lothrop. Their basic policies of good service and good merchandise "worthy of the nation's capital" still guide this merchandising giant. Inevitably the "carriage trade" appreciated the class merchandise on the orderly counters. A Woodies charge account was a better credit recommendation than a bank account. Anything from a spool of thread to a complete set of furnishings for a large residence was sent to any country in the world.

In this pattern Woodies enjoyed the confidence and the heaviest buying of Washington shoppers.

And then came a jolt that shook the city. Teacups teetered as capital hostesses asked, "Did you hear what happened? Woodies pulled their curtains and opened the show windows on the Sabbath."

That was in 1948. The windows have been open ever since. A lot of other traditions have been dumped, including the theory that only newspapers and direct mail can sell merchandise or bring in store traffic.

Any belief that Woodies is doing business on outmoded principles has long disappeared. This modernizing of the operation was emphasized in 1954 when a committee representing Washington radio stations belonging to RAB sponsored a joint RAB presentation designed to show the correct way of using radio. Other local stores saw the presentation.

In the RAB arguments, Woodies executives found themselves listening to the very claim they had been making for years—the claim that radio could be used to sell specific merchandise and promote specific departments. Local stations had been trying to convince the store that radio was an entertainment and feature medium best suited to gentle institutional messages.

"But we would like to promote specific departments and merchandise," radio salesmen would be told. Few of them took the hint, preferring to glow over the lovely music and exciting commentaries that flowed off their antennas.

So when Kevin B. Sweeney, RAB president, and his staff presented a series of suggestions on retail use of radio, Woodies decided to risk $1,000 a week for 13 weeks. That was in August 1954. The radio campaign has now entered its third year.

"Tell us the facts," Woodies had told Mr. Sweeney. RAB had told the facts in a series of discussions at which radio station personnel were excluded, with a sort of doctor-patient relationship evolving. RAB was the doctor and Woodies an interested patient willing to try the formula to see if it would work.

Radio found itself very much on the spot that summer of 1954. Everything narrowed down to one factor—radio's ability to deliver an audience.

By department store standards, Woodies can be called a major radio buyer, its current $1,500-to-$1,800 a week running between 7% and 7½% of the million-dollar-plus media budget.

In two years, Woodies' extensive use of radio has established a number of points:

- Radio definitely has boosted men's store business, including the expensive line of men's clothing.
- Other capital department stores have increased their use of radio.
- Scores of stores, such as Burdine's in Miami and Marshall Field in Chicago, watching the RAB technique in operation, have bought more time.
- When the low-cost apparel shop on the fifth fashion-floor was opened in the summer of 1955, many customers said they had heard about the shop on radio. Sales results in the next few days revealed many definite instances

TWO YEARS AND $7 MILLION LATER

Total sales at Woodward & Lothrop have risen at an accelerated pace—up $7 million—since this major Washington department store adopted radio two years ago as a major advertising medium. Radio Advertising Bureau, which sold the store's management on the saturation radio technique, credits the medium with a significant role in this expansion—the most spectacular in the store's history.

From 1946 to 1954, through the suburban expansion period, Woodies' sales rose from $39 million to $47.8 million (fiscal year, Aug. 1-July 31).

In the first year of major radio advertising, 1954-55, the store's annual statement shows an increase in sales from $47.8 million to $49.9 million. This reflects a noticeable upswing in the rate of increase.

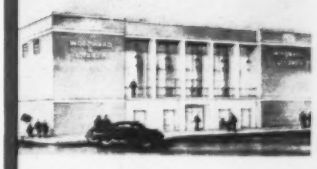
In the second year of radio, 1955-56, sales rose from $49.9 million to $54.8 million, an increase for the year of approximately 10%.

DISCOVERS IN RADIO VEHICLE TO SUCCESS

WASHINGTON

CHEVY CHASE

ALEXANDRIA



SEVEN CORNERS

of radio's power. Women's hosiery sales have shown radio's sales appeal.

• Help-wanted ads on radio pull a good response from people not contacted by newspaper classified ads.

• Saturation radio coverage is a good way to promote special events.

• Radio greatly strengthens newspaper promotion.

• Results per radio dollar have often been described as phenomenal.

• Radio announcements are flexible and can be efficiently aimed at special audiences. WGMS copy, for example, is beamed to good music and hi-fi fans.

• Copy changes can be made quickly to meet emergencies. In the summer of 1955, announcements were beamed to car radios during the transit strike. Traffic was diverted to the Chevy Chase store Dec. 17, 1954, when the Bethesda budget store burned.

• Using 100 to 200 announcements a week, plus some programming, costs were cut to a minimum through time, quantity and continuous-use discounts obtained by Harwood Martin Advertising, Woodies' radio agency.

• With varying store hours, radio gives wide circulation to branch store schedules.

• In the summer of 1955, George Titus, assistant advertising director, happened to mention casually while subbing for Commentator Pat Hayes on the WGMS Sunday noon *Concert Hall* that he had a booklet listing Washington musical organizations. Surprisingly, 125 requests came from the serious music audience.

• Woodies can "pull out all the stops" on items it wants to promote.

To quote Harwood Martin, head of the agency bearing his name, "If you have an adequate appropriation to tell a message, you are usually better off by using more than one medium."

Using Radio Correctly

Last January when RAB presented a citation to Woodies for its effective and extensive use of radio, Joseph E. Baudino, Westinghouse Broadcasting Co., speaking as RAB board chairman, said, "The important thing is not that Woodies is responsible for leading some of its competitors into radio but that the store showed them the correct way to use radio—through its most efficient technique of saturation spot for peak selling days combined with day-to-day participations and programming constantly beamed to the same audience for the same lines of merchandise [B•T, Jan. 23]."

In the Woodward & Lothrop concept, radio is an important part of the advertising team. Its weekly radio schedule of 100-plus announcements is one of the largest, if not the largest, among the nation's top-flight department stores though there may be a store or two that has a higher broadcast budget.

Targets of Woodies' commercials are close to 2 million people and 500,000 auto radios. "We believe radio has a great many listeners," said James Hardy, advertising director who, incidentally, is in his 51st year with the store. "People can listen while they do other things. We reach men driving to work in the morning.

"Television requires undivided attention and is expensive. We aren't sure how effective daytime television will become. We aren't certain how accurate audience measurement techniques are but use radio reports to some extent as a guide in selecting stations.

"Several factors keep the cost of radio at a low figure. The Harwood Martin agency supplies personnel and services radio campaigns whereas the newspaper advertising personnel are members of the Woodward & Lothrop advertising department. The radio stations offer excellent cooperation and the agency provides professional service that gets the most out of each dollar spent."

Woodies' commercials reach all segments of the audience with a wide variety of direct-selling and institutional messages. In selling directly, a clerk-to-customer effect is created. The copy is clean, well-written and strikes a comfortable balance between soft-selling and some of the steam-heated pleadings of the pressure merchandisers.

The basic stations on the Woodies' list are WRC, WMAL, WTOP, WWDC, WGMS, in Washington; WGAY Silver Spring, Md., and WPIK Alexandria, Va. The Jimmy Gibbons morning program on WMAL promotes the men's department and reaches the motoring-to-work group. On WTOP Eddie Gallaher, another morning D. J., promotes the expensive ($125-$175) line of Walter Morton (Hickey-Freeman) suits. In a brief period WGAY, for example, promoted bed spreads, glass draperies, autumn home furnishings, English earthenware, brass ash trays, women's summer shoes, summer shirts and Shenandoah Valley craft pieces—with price mentions and earnest selling copy.

For over six decades these experienced merchandisers were able to run a store the way they thought best, encouraged by the success of their good quality-good service policies. But World War II changed all that. Shelves were stocked with what was available—the best, naturally. Behind the counters were many inexperienced clerks, often indifferent to the techniques they had been taught at training classes.

Complaints that had once been handled earnestly and sincerely were sometimes shrugged aside by the help, with store executives suffering helplessly as they looked on the wall at such slogans as this: "Woodward & Lothrop and its store members have always paid homage to one ideal—to be worthy of the nation's capital."

Woodies had often considered radio, and capital time salesman had talked themselves hoarse with little success. One day a salesman from WRC proposed an elegant type of concert series designed to support institutional messages of the good-will type—a program that would serve as an apology for lowered wartime standards and a promise that basic traditions would be restored. Top management was impressed. "This sounds like Woodward & Lothrop," someone said. Heads nodded and *Washington Prelude* took the air Oct. 22, 1946.

Noted artists were imported, including such stars as Dorothy Kirsten and Helen Jepson. The project cost $1,250 a week. Public reaction was favorable, but even if the audience had been negligible, store management felt better. After 26 weeks the ambitious series was dropped.

While Woodies felt it had gained institutional benefits, nobody around the store was convinced that radio might be a good medium to sell merchandise.

New forces were at work after the war. Sacred traditions had been unable to cope with merchandise shortages. Executives pointed finger or pounded desk—but goods still were hard to get and often inferior in quality. In this disconcerting era a shocking thing was happening four blocks down F St. A new retail giant was on Woodies tail, threatening to pass though sales were heading toward the $40 million mark.

Across G St. an old capital store, Palais-Royal, offered a logical chance to expand. Many thrifty shoppers would look over Woodies' stock, then cross the street and buy lower-priced Palais-Royal merchandise.

Younger blood in the organization could point to the changing character of the market, including the shift to the suburbs, disappearance of the basic carriage-trade business and a complete change in the Washington population. So Palais-Royal was bought from the Kresge organization, plus a smallish store in suburban Bethesda, an Arlington branch that was dropped and one in the Pentagon arcade that was retained. The Pentagon unit is still operating but under a sort of military "re-

stricted" policy that excludes promotion.

The postwar additions put Woodies into a two-block downtown plant and plummeted this conservative store right into the branch store business. Andrew Parker, grandson of Samuel Walter Woodward, became president. A. Lothrop Luttrell, grandson of Alvin Mason Lothrop, became vice president and Col. John Tyssowski chairman of the new executive committee. Donald Buckingham, now at J. W. Robinson Co., Los Angeles, was vice president in charge of merchandising and advertising.

Robert E. L. Johnson joined the organization in 1948 in charge of branch store planning, becoming merchandising-advertising vice president in 1950 with branch stores and public relations included in his duties. When Mr. Luttrell resigned from the firm recently, Mr. Johnson succeeded him as executive vice president. He assumed the role Sept. 1.

Metropolitan Washington was changing fast, population rising a half-million in a decade (968,000 in 1940, 1,464,000 in 1950). This new influx of population was not indoctrinated in the historic traditions of Woodward & Lothrop, whose merchandising merits in pre-war days had been automatically portrayed by older residents to new neighbors shortly after the moving man pulled away. The new management at Woodies noted that Washington city (D. C.) had 68% of the area population in 1940 but only 55% in 1950. Currently it's 44%. Maryland's share rose from 18% in 1940 to 24% in 1950 (now it's 32%). Virginia rose from 14% to 21% in the same years (now it's 24%).

After reflecting that only a decade-and-a-half back Woodies had been the largest store south of Philadelphia, and after a few furtive looks at the $1.7 million margin gained in 1947 by Hecht's in rising to No. 1 in the market over Woodies' $40-million business—after matching population and merchandising trends, some of the sacred precedents were firmly discarded. A $9 million loan was arranged to take care of new branches and Raymond Loewy was hired to do the interiors on the Chevy Chase branch.

All this time most of Woodies advertising went into newspapers, except for sporadic spots promoting special events. Buyers and department heads were newspaper-minded in the prevalent department store way, and their quotas and wishes were important in deciding the way advertising dollars were spent.

In 1950 the attractive branch was opened in the Chevy Chase area at the District-Maryland line. More colonial than functional on the outside, it was a shoppers paradise on the inside. The store was modest in size, by department store standards, but a complete line of merchandise was carried. Significantly, the store deliberately lacked the depth in diversity, price and stock that is found downtown. An equally artistic branch was opened two years later in Alexandria.

Both were successful beyond any anticipation of management. The branch-store planning had been based on careful study. Noting the effort of Loop stores in Chicago to attract customers to the downtown retail palaces, and the problems of downtown stores all over the nation, Woodies had decided to make branch stores do double duty—capture the suburban trade and at the same time use these branches as feeders for the vast main store downtown.

After all, the downtown investment was tremendous. The two-block enterprise served as nerve center for the organization. Shoppers no longer were going downtown in droves just for the fun of it. The trip from the suburbs was long. It involved transit as well as parking problems. To meet this set of trends, the downtown buildings were modernized and reorganized. A "Master Plan" was adopted, a long-range program designed to meet changing times and trends. A parking garage was approved, and a tunnel under G St. to connect the main buildings.

In 1954 a site was approved for the largest of all branches at Seven Corners, to be located in a $25 million shopping center about eight miles out in the Virginia surburbs. The new store, costing around $3 million, can be expanded by addition of three more floors. This will add 90,000 feet to the current 128,000 total. Over 70,000 autos pass through this seven-pronged intersection, with an underpass for the heavily traveled U. S. 50.

Woodies had been feeling pretty good in 1954 about a radio schedule that had been running three years on WGMS, then a strictly good-music am-fm operation. Three years earlier M. Robert Rogers, WGMS president, had convinced the head of Woodies' record department that radio could boost the disc business. Despite the stimulus of long-playing records, the department was having a rough time in the face of the intensive merchandising of cut-rate shops, drug stores, news stands and chain groceries where young folks were doing their musical shopping.

In September, 1951 the Sunday *Concert Hall* (12:30-2 p.m.) was started on WGMS with Pat Hayes, Washington concert manager and musical authority, as commentator. A five-weekly evening musical series, *Record Showcase*, (6:05-6:30) was added. The record department turned most of its advertising budget into the promotion. Phone calls started to come, though not necessarily for the specific records played on the programs. Business began to improve and Washington music lovers soon started getting their records from Woodies—often ordering by phone and taking advantage of delivery service. When the Chevy Chase unit opened, the record department was mentioned in the commercials. In this case, suburbanites began buying the program records.

The WGMS schedules were financed on a co-op basis at first, RCA and its distributor, Southern Wholesalers, each supplying 25% of the cost.

Now and then top concert artists, in the city for a performance, would make personal appearances in the Woodies record store. A year of WGMS broadcasting convinced Woodies management that its musical programs were worthy of the store's finest traditions. The commericals became storewide, and Woodies became, to some extent, a combined newspaper-radio user on a regular basis.

This policy continued for two years, punctuated by special radio promotions or successful help-wanted announcements, and morning

DAYTIME IS RETAILERS TIME IN TV

RETAILERS belong in daytime television, in the opinion of Ted Kaufmann, radio-tv director of Ted Bernstein Assoc. Adv., New York agency. Writing in the summer issue of *Journal of Retailing*, published by the N. Y. U. School of Retailing, Mr. Kaufmann described ways of using tv and submitted a series of reasons for store use of the visual medium.

MR. KAUFMANN

First of all, he wrote, daytime tv hours belong to retailers because store operation is at a peak during these hours and the housewife can be reached. Supermarkets spent 14% of their total ad budget on tv last year, he noted.

Store personnel can be easily trained in tv methods, he said, drawing a comparison with staff work on newspaper schedules.

"What selling medium," he asked, "other than a house-to-house salesman with his foot in the door, can do so many things for the retailer as television? The housewife sees the merchandise . . . hears it . . . does everything but feel and smell it . . . then makes a telephone call and has the product delivered for nothing down and 50 cents a week. At least that's how mail-order firms have earned fabulous success with television. Why are not other retailers cashing in?"

Mr. Kaufmann cited a number of tests and success stories:

• Montgomery Ward, with $350,000 tv campaign out of $9 million ad budget, testing tv in 50 markets using minute spots.

• General Department Stores sold $32,766 in bedroom items on basis of four one-minute commercials on WSAZ-TV Huntington, W. Va.

• J. N. Adams Co., Buffalo, using four one-minute participations on WBEN-TV Buffalo, sold 820 lawn rockers at $4.95 each; 1,620 bottles of Coppertan at $1.50 after two participations; 5,800 dish towels at 29 cents each after three announcements; 257 Flint kitchen Bar-B-Cue sets at $13.95, one participation; eight $350 Frigidaires, one announcement. All were daytime announcements.

Participation on good local programs and proper selection of spots, ID's and package-deals will reach the audience, he said, in attacking the feeling of some retailers who want to go in for big programs and spectaculars or leave the medium alone. He cited the 42 weekly spots on WATV (TV) Newark used by Bamberger's, plus programming or a total of eight daytime hours weekly. Another series, running two years, is sponsored on WBRC-TV Birmingham by Joseph & Loeb Department Store, based on a romper room theme.

Local stations cheerfully offer professional help to stores, according to Mr. Kaufmann. He suggested retailers check the advantage of drawing against manufacturer co-op allowances. Backgrounds and props in store windows are fine for tv, he said, and artwork can be used.

He offered this check list for tv planning:

√ Departmental charge-off to merchandise best suited for television.

√ Allowance for switchboard service at night and weekends when tv ads are shown.

√ Fast service on delivery of tv merchandise.

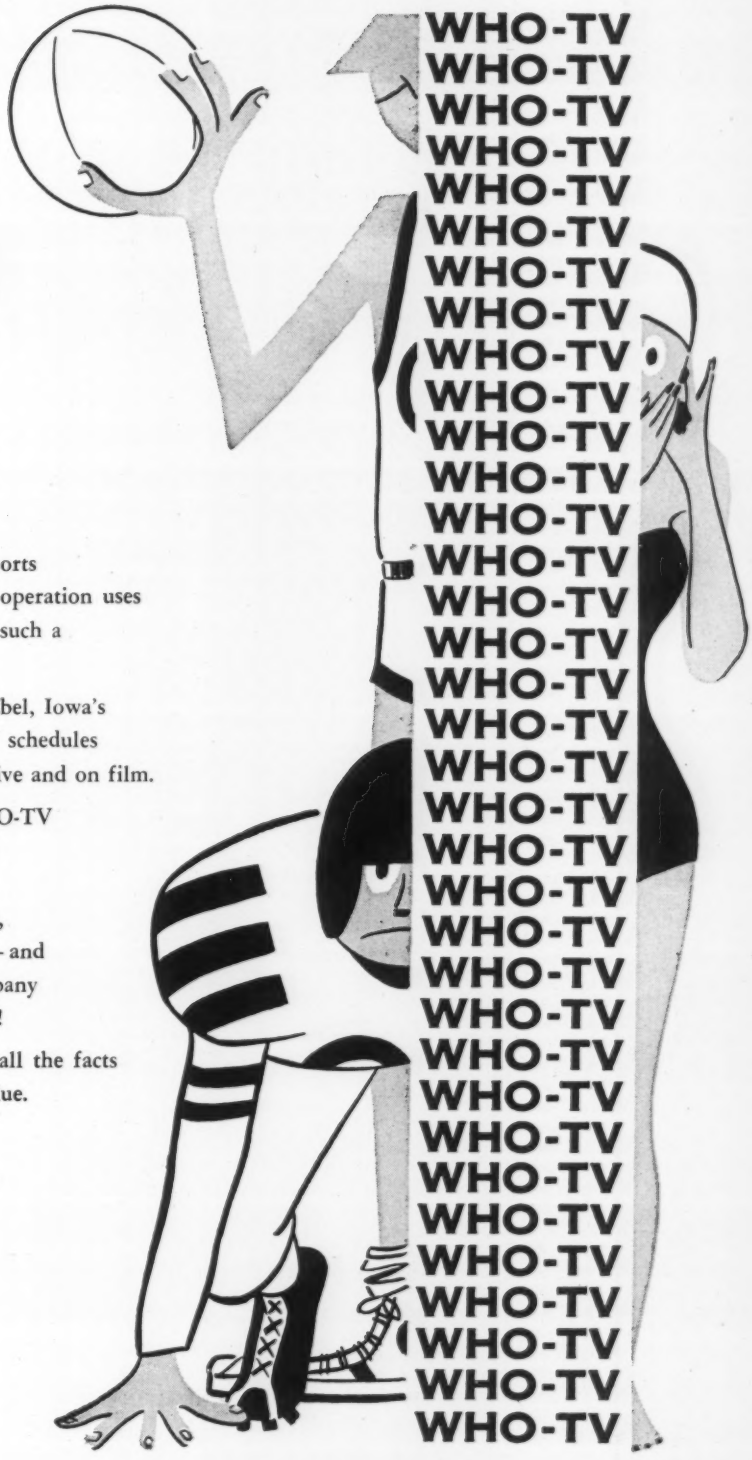
√ Naming of store tv coordinator and staff help.

√ Coordination with direct-mail department so those who order from tv are put on an active mailing list.

√ Leave margin for error.

The tv move must come from top management, Mr. Kaufmann said. Results cannot be expected overnight but may actually develop that quickly. Such factors as eye appeal, timeliness and price attraction must be present, he said.

Covers All Sports!



IOWA sports lovers get top television sports coverage on WHO-TV, because our TV operation uses the same great sports staff that has built such a tremendous reputation on WHO Radio!

In addition to daily sportscasts by Jim Zabel, Iowa's "most-listened-to" sportscaster, WHO-TV schedules scores of exciting *sports contests* — both live and on film.

How loyal and enthusiastic is the WHO-TV sports audience? Well, last Fall when there was a slight technical delay in getting one football telecast on the air, WHO-TV received 1500 phone calls — and the Northwestern Bell Telephone Company reported a backlog of 5000 other calls!

Let Peters, Griffin, Woodward, give you all the facts on WHO-TV — Iowa's BIG television value.

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

nationally acclaimed

FRONTIER

now available for first-run syndication!

Win big audiences with FRONTIER—the authentic family Western, the first and only one of its kind. Produced by TV's incomparable Worthington Miner, every program vividly captures the true spirit of the courageous pioneers who braved America's last frontier. FRONTIER was a tremendous hit on network television *with an average rating of 22.9 over a seven month period!* And proved powerful enough to command a 3.0 viewers per set—36% higher than the day-night average for all programs. (ARB)

FRONTIER's 30 distinguished half-hour films are available to all stations for the first time! Check availabilities now for prestige and sales leadership in *your* markets.

(Nielsen Television Index, Oct '55-Apr '56)

ACTION
ADVENTURE
EXCITEMENT
MYSTERY
SUSPENSE
ROMANCE

NBC Television Films

Programs for All Stations—All Sponsors

a division of RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza, New York; Merchandise Mart in Chicago; Taft Building in Hollywood. In Canada: RCA Victor, 225 Mutual Street, Toronto

spots on the WMAL Jimmy Gibbons sunriser.

When RAB President Sweeney made his mid-1954 presentations, Mr. Johnson, along with Messrs. Parker and Hardey, decided to get into radio seriously. Hecht still had a good lead, with huge suburban branches in suburban Silver Spring, Md., and Virginia. The Hecht branches were major units, as distinguished from the medium-sized Woodies branches.

After setting up a three-month test schedule of nearly 100 announcements a week on seven stations, Woodies tried out the idea of testing the effectiveness of radio by promoting items not advertised in newspapers. The advertising department decided it was too complicated to track down every dollar spent in relation to every item sold and came up with the idea of coordinating the radio schedule with newspaper

THEY CALL THE SHOTS

PRESIDENT PARKER AD CHIEF HARDEY

advertising.

After a successful year of radio, Woodies stepped up the program 30% from its original $1,000-upward basis. Now it's running as high as $1,800 a week. September planning includes use of more suburban Virginia radio time as well as suburban newspapers in the interest of the new Seven Corners store.

Success in the retail merchandising business isn't achieved without planning and spending. In the case of Woodies, an important factor has been the wholehearted cooperation of Washington-area broadcasters, according to the Harwood Martin agency. Mr. Martin said this unselfish sharing of facilities and broadcasting know-how plus the counsel supplied by RAB deserve much of the credit for Woodies' successful use of radio.

Mr. Hardey and his assistant, Mr. Titus, direct a large advertising staff at the store. A heavy share of the staff time is devoted to preparation of newspaper ads. The Martin agency has specialists assigned to Woodies radio commercials. They meet frequently with the store's staff, keeping in touch with store and advertising developments and participating in advance planning sessions. A monthly calendar shows the announcements schedule each day, tieing in with newspaper copy.

All copy tends to emphasize the downtown store, but lists where items can be bought at suburban stores. Thus customers can shop where they prefer, but they're always aware that the downtown store has depth in stock, prices and assortment. All the time, Woodies is trying to broaden the base from which customers are drawn. Since 1947, a public relations department headed by Mrs. Julia Lee has directed an extensive program of civic activities. Chevy Chase and Seven Corners stores have large auditoriums for civic affairs. Last year, during the Diamond (75th) Anniversary, a series on WRC saluted Washington business and industry, including newspapers.

Television is another problem, and Woodies can't yet see the way into the video medium. A tv shoppers series didn't work out too well in view of the money spent, the store feeling that tv rates are high and choice items are pretty well gobbled up by national sponsors.

Some class magazine space is used, placed by Abbott & Kimball, New York. Frequent ads are carried in *Mademoiselle, Seventeen, House & Garden* and similar publications.

The metropolitan Washington area has its highest income families in the suburbs, where 44% enjoy an income over $7,000, according to the Board of Trade's analysis. D. C. income averages $4,748, compared to the peak of $7,571 in Montgomery County, Md. Over 134,000 new homes have been started since 1950, three-fourths of them single-family dwellings.

With all this potential to draw from, Woodies has 250,000 charge customers. The broadened appeal of radio helps bring in new families and young people. Retail competition in the capital becomes livelier every year but Woodies executives recall a statement by Col. Tyssowski: "An institution of individuals dedicated to providing better merchandising and rendering better service for the people of the Washington area."

They smile, and go on with their work, when anyone mentions a popular pre-World War II quip: "Every time somebody dies in Washington, Woodies loses a customer."

TV PROVES A POINT

TELEVISION brought to the Augusta, Ga., region the story of the city's growing importance as a fashion center as WRDW-TV staged a 70-minute program in which 12 leading fashion stores participated. Entire cost of the production was borne by WRDW-TV, according to Pat H. Rice Jr., president, with stores supplying models and apparel.

Eileen Stulb Adv. Agency, Augusta, was retained to produce the program. Basic theme was to present fashion wear in normal use and normal settings rather than to offer models in the typical poses of the craft. Twelve wardrobe mistresses were on duty, taking charge of 52 models who made 58 appearances. Settings included kitchen-living room, bus stop, dining room, football stadium, office outdoor barbecue, night club and night club entrance.

Store managers lauded the production as an important step in showing the city's growth as a fashion area. A number of stores reported buyers waiting for specific dresses at opening time the next morning, plus out-of-town phone calls.

Eileen Stulb, of the agency, was narrator of the program. Miss Stulb is a professional golfer and experienced radio-tv personality. Dick Fennel, operations manager of WRDW-TV, was director.

WHIRLPOOL-SEEGER PLANS HEAVIER EMPHASIS ON TV

Appliance maker's $20 million all-media budget to include four NBC-TV shows.

WHIRLPOOL-SEEGER Corp. will spend a substantial part of its $20 million-plus national and co-op advertising-promotion budget on network television programs during the 1956-57 season for its RCA Whirlpool appliances.

In announcing sponsorship plans for NBC-TV's *Producers' Showcase, Saturday Night Spectacular, Perry Como Show* and *Matinee Theatre*, John Bricker, marketing director, claimed Whirlpool-Seeger will be able to demonstrate all its appliances "to more people, more often at less cost per thousand than through any other advertising medium." Radio, along with newspaper and magazine campaigns, will be utilized at the distributor level to promote individual appliances, he added. Tv commercials will be devoted to laundry appliances for the remainder of 1956 and a full line of RCA Whirlpool appliances will be advertised on network shows after Jan. 1, 1957. Agency is Kenyon & Eckhardt Inc., Chicago.

What percentage of the overall $20 million-plus figure would be allocated to tv was not disclosed, but was believed to be close to 50%. This figure is a preliminary estimate for 1957, not including expenditures for the remainder of this year. Plans also are underway for a special radio campaign out of co-op monies, but have not been finalized.

Commitments call for 12 months of network tv on the four established NBC-TV programs, three of them color series, starting with *Producers' Showcase* Sept. 17.

Mr. Bricker described the 1957 advertising program as the "most comprehensive and penetrating ever undertaken by his company or its predecessors." Color commercials will be delivered by Fran Allison of *Kukla, Fran & Ollie*. Mr. Bricker noted that his company wants to establish its name and features "immediately" and the best method is to "place our products in an extraordinary setting where we can reach the greatest possible audience."

Vick Product Shuffle

VICK CHEMICAL Co. last week shuffled a few of its products between its two agencies, BBDO and Morse International, both New York. Going from Morse to BBDO is Vicks Meditrating cough syrup; from BBDO to Morse: Vicks Vapo-Rub, Vatronol, Vicks coughdrops, inhaler, Medi-Mist spray and new items.

Lady Esther to Use Spot Tv To Promote Compact, Comb

LADY ESTHER Div. of Chemway Corp. plans to use spot tv in a limited number of markets to promote its pressed powder compact and purse size comb offer this fall. Agency is Dancer-Fitzgerald-Sample Inc., Chicago.

Broadcast media plans have not been finalized yet, but television will be utilized to supplement other advertising media, including probably radio, it was reported. Lady Esther conducted a campaign for similar products last year, using radio-tv in 21 major markets.

Grey Adv. Has Celebration

GREY Adv., New York, held a "quinquennial" celebration at its offices last Tuesday for 22 employes who marked their 5th, 10th, 20th and 30th anniversaries with the company.

Lawrence Valenstein, Grey president, announced the event will be held annually in September, and explained to employes that "quinquennial" means "occurring once in five years, or at the end of five years." Grey has decided upon "quinquennial" celebrations, he said, to show appreciation to loyal employes and also to celebrate their eligibility for the agency's retirement plan, which begins after five years' tenure with the company.

Three Vice Presidents Newly-Elected by BBDO

ELECTION of three new BBDO vice presidents was announced last week. They are Richard O. Howe of the Boston office, Albert J. Weinrich of the Detroit office and H. Alan Schlesinger of the Minneapolis office.

Mr. Howe, an account executive, has been with BBDO since 1950 and has worked principally on the William Carter Co., Boston, account. Before joining the agency, he was associated with Lever Bros. for eight years as a marketing specialist.

Mr. Weinrich joined BBDO in 1941 after working for five years as a reporter on the *Buffalo Times* and *Buffalo Evening News*. He is an account executive in charge of DeSoto cooperative advertising and account supervisor on the Detroit-Michigan Stove Co. account.

Mr. Schlesinger has been with BBDO since 1948 and is an account executive on the George A. Hormel & Sons and Northrup King & Co. accounts. He served previously in the advertising department of Swift & Co. from 1937-48.

Sears to Look Into Video As 'Ideal Medium' for Ads

SEARS, ROEBUCK & Co., spending $58.5 million a year on advertising, is re-examining its media program and will look into tv "as an ideal medium for feature advertising," Theodore V. Houser, board chairman, said Tuesday in an address to the Washington Ad Club.

While newspapers and direct mail dominate the current budget, Mr. Houser said, local, group and regional managers have freedom to choose local media and many of them use radio in their promotion. National magazines will get a careful look in the advertising study, he added. Sears last year bought 271 million lines of newspaper advertising in 1,012 daily and weekly newspapers. It distributed 55 million catalogs.

Local Spectacular Format To Be Sponsored on KSD-TV

THE network-type spectacular format will be used locally by Union Electric Co., St. Louis, in a fall advertising campaign to be launched this week in other media. The first tv spectacular, *On Stage in St. Louis*, will be presented Oct. 17 on KSD-TV there and will be followed by others in the series every four weeks.

Ted Mack, ABC-TV personality, will be master of ceremonies for the hour-long shows which will feature local and professional talent as well as "name" performers.

The new campaign concentrates three principal problems facing utility company advertising: consumer appeal, dealer merchandising and institutional selling. The campaign was developed jointly by Gardner Adv. Co., St. Louis, and Union under the direction of Walter Heren, UE director of advertising; James Lumpp, UE advertising manager; Frank Helper, Gardner account supervisor, and Edward Heinecke, Gardner account executive.

20th Century-Fox Using NBC

A SPECIAL six-week campaign was launched by Twentieth Century-Fox Corp. last week on NBC Radio to promote its new CinemaScope production, "The Best Things in Life Are Free," at a cost of an estimated $36,000. It was said to be "the largest national radio promotion ever set for a motion picture," and consists of announcements on *Monitor* and *Bandstand*.

DENTIFRICES IN CHICAGO TELEVISION

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Gleem (Compton)	9	2	11⅓	99
2.	Brisk (William Esty)	5	1	6	82
3.	Crest (Benton & Bowles)	7	2	8⅔	71
4.	Colgate Dental Cream (Ted Bates)	6	1	6⅓	67
5.	Ipana (Doherty, Clifford, Steers & Shenfield)	4	2	4	44
6.	Pepsodent (Foote, Cone & Belding)	3	2	3	42

CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Crest (Benton & Bowles)	7	3	16⅔	144
2.	Colgate Dental Cream (Ted Bates)	6	2	13⅓	117
3.	Gleem (Compton)	9	2	13⅓	78
4.	Brisk (William Esty)	5	1	8	53
5.	Ipana (Doherty, Clifford, Steers & Shenfield)	4	2	4	47
6.	Pepsodent (Foote, Cone & Belding)	3	3	7	43
7.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	—	1	4	23

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending July 15, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

***"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

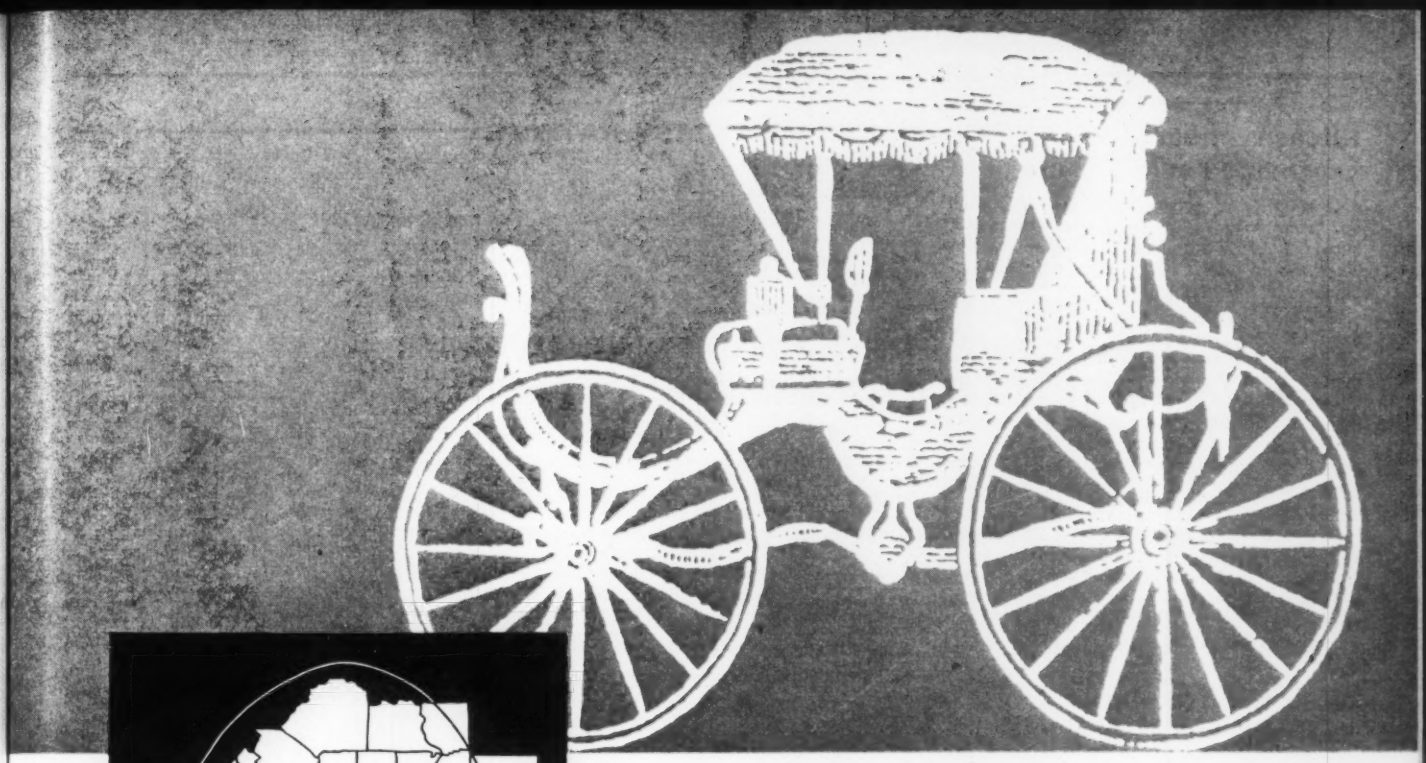
****Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

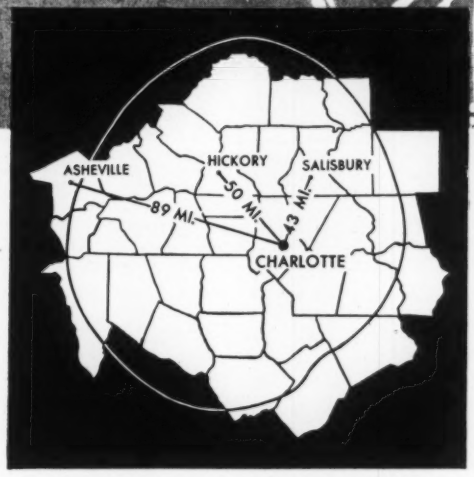
Rayco Begins Fall Drive

FALL advertising campaign of Rayco Auto Seat Covers Inc., Paterson, N. J., was launched last week on 40 radio stations, 50 television stations and in the printed media to introduce Rayco's new line of custom and ready-made home furnishings and to promote the company's established line of auto seat covers, clear-plastic covers and cloth tops. The campaign, placed through Emil Mogul Co., New York, will continue until the end of the year.

DCS&S to Move in Early '57

MOVE of Doherty, Clifford, Steers & Shenfield, N. Y., into 24,000 sq. ft. of new office space in the Bank of New York Bldg., 530 Fifth Ave., will take place early next year. The agency, now located in the Empire State Bldg., plans to relocate as soon as the new building is completed. New quarters, according to President Donald K. Clifford, will be designed by John A. Walquist and will include expanded radio-tv facilities.





""THE SURVEY WITH THE FRINGE ON TOP""

Recent ARB* survey offers proof positive that WBTV, 15th ranking television market in the nation, dominates the Carolinas.

Look at the coverage map!

See how far into the "fringe" areas WBTV popularity reaches!

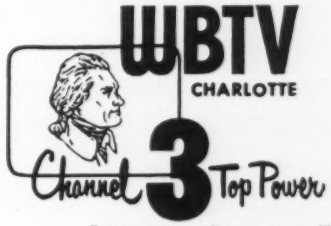
WBTV ranks second only to the local VHF station in Asheville—89 airline miles from Charlotte. This, in spite of the fact that WBTV is almost twice as far away from Asheville as the 3rd ranking station.

WBTV ranks 1st in TV popularity . . . capturing 89% of the audience in Hickory—50 airline miles from Charlotte . . . with 4 competing stations!

WBTV is rated 3 times more popular than the next 2 VHF stations combined in Salisbury—43 airline miles from Charlotte.

Obtain your copy of the new folder, "Survey with the Fringe on Top." Contact WBTV or CBS Television Spot Sales.

*AMERICAN RESEARCH BUREAU, INC.
JANUARY, 1956



JEFFERSON STANDARD BROADCASTING COMPANY

"VISION IN THE CAROLINAS"

Kitchens of Sara Lee Expanding Radio-Tv Buys

EXPANDED advertising program for Chicago and other cities is planned by Kitchens of Sara Lee Inc., with addition of new radio-tv properties in certain markets. Agency is Cunningham & Walsh, Chicago.

The bakery concern, which currently spends over $500,000—roughly 60% of its overall advertising budget—in broadcast media, has purchased the 13-week series, *Tv Bowling Classic*, on WBBM-TV and 13 weeks of participations in the Norman Ross radio show on WGN, both Chicago, effective this past week. The company is supplementing shows with a series of radio-tv spot announcements, newspapers and outdoor advertising.

Sara Lee also plans a program of market-by-market saturation in other areas throughout the country, though details have not been finalized on radio-tv buys. Company recently was acquired by Consolidated Foods as a subsidiary [B•T, Aug. 13].

Subscribers' Set-Buying Analyzed by 'Household'

MORE subscribers to *Household* magazine, Capper publication, plan to make their next major furniture-furnishings purchase a television set than any other item, according to a survey conducted by Victor Hawkins, director of research. It was found that 5.9% or 147,500 subscribers plan to buy tv sets above other items in the group.

The study shows that one of eight subscribers bought a new tv set in 1955, or 307,500 sales with an average value of $232 and a total of $70 million. Most (93%) have sets with 17-inch screens or larger; five of eight have 21-inch screens or larger.

Household's research shows that 90,000 subscribers bought clock radios in 1955. Other data in the survey cover main items used in the household and types of houses and property.

New Advertising Methods To Highlight Chicago Meet

NEW METHODS in advertising production, promotion and new merchandising ideas and materials will be featured at the third annual National Adv. Industries Exposition at Chicago's Morrison Hotel Sept. 16-19, it was announced last week. L. William Baker, of Omaha, Neb., is managing director of the exposition, designed for advertising executives, sales promotion managers, sales and merchandising directors and production managers.

Guest tickets may be obtained by writing to Mr. Baker at 3302 Dodge St., Omaha, or at the registration desk. Show hours will be 11 a.m.-9 p.m.

Slenderella Signs CBS Pact

SLENDERELLA INTERNATIONAL, through Management Assoc. of Connecticut Inc., both Stamford, has signed another 52-week contract with CBS Radio, this one calling for a quarter-hour Monday participation in the *Arthur Godfrey Show*, effective Sept. 17. Purchase boosts Slenderella's October budget to $500,000 total advertising expenditures—the highest in the figure proportioning salon chain's history.

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS, TWO WEEKS ENDING JULY 28

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week			(Average for all Programs)				(520)
1.	Best of Groucho	De Soto	BBDO	NBC	194	Wed., 9-9:30	1,230
2.	People Are Funny	Brown & Williamson ReaLemon	Ted Bates Rutledge & Lilienfeld	NBC	191	Thurs., 8-8:30	1,088
3.	Treasury Agent	participating sponsors	and agencies	MBS	455	Tues., 8-8:30	1,041
4.	Gangbusters	participating sponsors	and agencies	MBS	457	Wed., 8-8:30	993
5.	News from NBC	Brown & Williamson	Ted Bates	NBC	191	Wed., 8:55-9	946
6.	Godfrey's Scouts	Toni	North Adv.	CBS	161	Mon., 8:30-9	946
7.	Truth or Consequences	ReaLemon	Rutledge & Lilienfeld	NBC	191	Wed., 8-8:30	899
8.	Official Detective	participating sponsors	and agencies	MBS	455	Thurs., 8-8:30	851
9.	Voice of Firestone	Firestone	Sweeney & James	ABC	340	Mon., 8:30-9	851
10.	Counter-Spy	participating sponsors	and agencies	MBS	455	Fri., 8-8:30	804
Evening, Multi-Weekly			(Average for all Programs)				(804)
1.	One Man's Family	participating sponsors	and agencies	NBC	182	Mon.-Fri., 7:45-8	1,230
2.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,135
3.	Lowell Thomas	United Service Div. GM	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,088
Weekday			(Average for all Programs)				(993)
1.	Aunt Jenny (1st half)	Lever	Foote, Cone & Belding	CBS	177	Mon., Wed., Fri., 1:15-30	1,703
2.	Aunt Jenny (2nd half)	Lever	Foote, Cone & Belding	CBS	177	Tues. & Thurs., 1:15-30	1,656
3.	Road of Life (1st half)	General Foods	Foote, Cone & Belding	CBS	177	Fri., 1-1:15	1,608
4.	My True Story	segmented sponsors	and agencies	ABC	340	Mon.-Fri., 10-10:30	1,561
5.	Road of Life (2nd half)	General Foods	Foote, Cone & Belding	CBS	177	Wed., 1-1:15	1,466
6.	Helen Trent (1st half)	Carter	Ted Bates	CBS	186	Tues. & Thurs., 2nd week, 12:30-45	1,466
7.	Helen Trent (1st half)	Toni	North Adv.	CBS	187	Tues., Thurs., Wk. 1; Mon., Wed., Wk. 2, 12:30-45	1,419
8.	Young Dr. Malone (1st half)	Toni	North Adv.	CBS	188	Mon., Wed., Wk. 1; Tues. & Thurs., Wk. 2, 12:30-45	1,419
9.	Young Dr. Malone (1st half)	Carter	Ted Bates	CBS	188	Tues., Thurs., Fri., Wk. 1, 12:30-45	1,372
10.	A. Godfrey	Staley	Ruthrauff & Ryan	CBS	198	Alt. Fri., 11-11:15	1,372

TOP TV SHOWS (TWO WEEKS ENDING AUG. 11)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	13,870
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	12,848
3.	All Star Football Game	Segmented Sponsors	and agencies	ABC	163	Fri., 9:30-mid-night (Aug. 10)	11,826
4.	Lux Theatre	Lever Bros.	J. Walter Thompson	NBC	132	Thurs., 10-11	10,366
5.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	111	Sun., 10-10:30	9,855
6.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11	9,527
7.	Robert Montgomery Presents	S. C. Johnson Schick	Needham, Louis & Brorby Warwick & Legler	NBC	98	Mon., 9:30-10:30	9,417
8.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	148	Sat., 10-10:30	9,344
9.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs., 8:30-9:30	9,271
10.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	9,162

Rank	‡ Average Audience Tv Homes Reached (000)
1.	$64,000 Question 12,556
2.	Ed Sullivan Show 10,111
3.	$64,000 Challenge 9,089
4.	What's My Line 8,760
5.	Gunsmoke 8,505
6.	I've Got A Secret 8,176
7.	Lux Theatre 8,067
8.	G. E. Theatre 7,921
9.	Charles Farrell Show 7,884
10.	Do You Trust Your Wife 7,410

Rank	*Total Audience, % of Tv Homes Reached
1.	$64,000 Question 39.3
2.	Ed Sullivan Show 36.9
3.	All Star Football Game 34.1
4.	Lux Theater 30.0
5.	$64,000 Challenge 29.3
6.	What's My Line 29.3
7.	Robt. Montgomery Presents 27.5
8.	U. S. Steel Hour 27.5
9.	Game of the Week 27.5
10.	Gunsmoke 27.2

Rank	* Average Audience, % of Tv Homes Reached
1.	$64,000 Question 35.5
2.	Ed Sullivan Show 29.0
3.	$64,000 Challenge 27.0
4.	What's My Line 27.0
5.	Gunsmoke 24.7
6.	I've Got A Secret 23.5
7.	Do You Trust Your Wife 23.5
8.	Lux Theatre 23.3
9.	G. E. Theatre 22.8
10.	Charles Farrell Show 22.4

[Details on Programs in Preceding Tables, But Not Listed in Top Table]

G. E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30
Charles Farrell Show	General Foods	Young & Rubicam	CBS	166	Mon., 9-9:30
Do You Trust Your Wife	Procter & Gamble General Motors Frigidaire Div.	Grey Kudner	CBS	140	Tues., 10:30-11
United States Steel Hour	U. S. Steel	BBDO	CBS	131	Wed., 10-11
Game of The Week	Falstaff Brewing	Dancer-Fitzgerald-Sample	CBS	101	Sat. afternoon
	American Safety Razor	McCann-Erickson		164	

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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VIDEODEX

TOP TEN SPOT PROGRAMS* AUG. 1-7, 1956

	Program	Distributor	% Tv Homes	# of Cities	# Tv Homes (000's)
1.	Rosemary Clooney	MCA-TV	17.3	51	1,428
2.	Dr. Hudson's Secret Journal	MCA-TV	17.0	94	2,565
3.	I Led Three Lives	Ziv	16.6	116	4,901
4.	Badge 714	NBC-TV Film	16.5	108	3,379
5.	The Man Called X	Ziv	16.4	95	2,997
6.	Highway Patrol	Ziv	15.8	158	5,270
7.	Celebrity Playhouse	Screen Gems	15.2	53	1,617
8.	Science Fiction Theatre	Ziv	14.4	120	4,192
9.	Count of Monte Cristo	TPA	14.2	56	1,895
10.	Crunch & Des	NBC-TV Film	14.1	112	2,892

* Appearing in a minimum of 20 markets

Copyright, VIDEODEX, INC.

WHEN YOU BUY ATLANTA...BUY waga-tv

AND GET A BIGGER PIECE OF THE MARKET!

There's nothing like WAGA-TV to assure you of a bigger piece of the growing Atlanta market. Greater coverage and more viewers. Compared with other Atlanta TV stations, WAGA-TV reaches an extra 300,000 or more people with an extra $300-million in spendable income. Full facts about WAGAland are in booklet form, which we'll be happy to send on request.

TOP DOG IN THE NATION'S 21st MARKET

waga-tv

100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

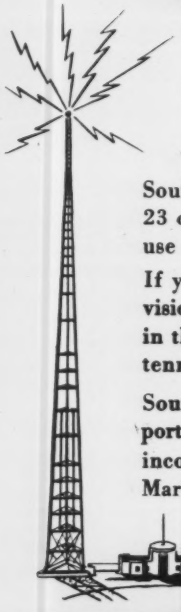
Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

TV ADVERTISERS:

YOU ARE NOT COVERING SOUTH BEND—INDIANA'S 2ND MARKET—UNLESS YOU ARE USING WSBT-TV!



WSBT-TV carries the top 13 television shows seen in South Bend, according to the latest A.R.B. Report—and 23 of the top 25 shows! What better yardstick can you use to measure the influence of an advertising medium?

If you rely on VHF stations to reach South Bend television viewers, you'll get only a handful. Many, many sets in this UHF area are not even equipped with proper antennas to receive VHF signals!

South Bend is one of the Nation's richest and most important markets. It is Indiana's 2nd market in population, income, and sales. And, it is a famous, widely-used Test Market. Get all the facts. Write for free market data book.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

Advertising Campaign Set In West by Welch Candy Co.

THE James O. Welch Co. (candy manufacturers), Cambridge, Mass., announced last week its first advertising campaign in the West.

Charles W. Doten, Welch western division manager, said Dan B. Miner Co., Los Angeles, had been appointed to handle a concentrated campaign, primarily in television, in the 11 western states. The budget will be in five figures.

National advertising agency for Welch is Bennett & Northrup, Boston, which places print media advertising.

SPOT NEW BUSINESS

Norwegian Canning Industry, Oslo, Norway, to start radio campaign in 10 selected California markets Sept. 17. Drive will encompass approximately 15 stations, now being lined up by McCann-Erickson, N. Y., and will run through 1957.

Star-Kist Foods Inc., Terminal Island, Calif., using tv in eight markets of Pacific Coast and Intermountain areas for fall promotion. Agency: Honig-Cooper Co., San Francisco.

NETWORK NEW BUSINESS

Chamberlain Sales Corp. (hand lotion), Des Moines, sponsoring five minutes daily of *Bob Garred News* on Western Div. of ABC Radio Network, for 26 weeks, effective Oct. 1. Agency: Erwin, Wasey & Co., Chicago.

AGENCY APPOINTMENTS

Trans-Canada Air Lines appoints McCann-Erickson, N. Y., and Montreal, effective Nov. 1.

Wayne Candies Inc. (Bun bars), Fort Wayne, Ind., to Kight Adv. Inc., Columbus, Ohio. Initial campaign using spot tv in Indianapolis, Kalamazoo, Mich.; Des Moines and Columbus.

Mass. Dept. of Agriculture names Charles F. Hutchinson Inc., Boston, for seasonal fruit and vegetable promotion. Client using radio.

A&A SHORTS

Speedwriting Institute of New York entered tv with seven-week test participation campaign on WABC-TV and WABD (TV) New York, starting Sept. 9. Should increased enrollment reflect tv's pull, institute has instructed agency, Lewin, Williams & Saylor, N. Y., to review its entire $750,000 budget with view toward using medium in as many as possible of 429 cities where it maintains schools. Institute used radio on limited basis several years ago.

Client Entertains

IT'S not news when a station entertains a client, but when a client entertains station personnel, it's a nice switch. This happened when North America Cos. (insurance), Philadelphia, held a luncheon for sales executives of WABT (TV) Birmingham, Ala., for doing the best job of tieing-in 16 North America participations on NBC-TV's *Today* with local agents.

The insurance company presented WABT with a print of a ship painting for doing "the most outstanding job of any station in the country." WABT sold tie-ins to 24 Alabama agents of North America for the parent firm's *Today* participations.

Louisville's BEST KNOWN FIGURE

The WHAS-TV Channel 11 figure drives swiftly across viewers' screens many times each week with a reminder to watch Shell Oil's 6:15 pm WHAS-TV News with the exclusive daily newsreel. With his camera, on other slides, he heralds the every-night 10:30 News for Greater Louisville First Federal Savings and Loan Association.

Whenever they see the Channel 11 figure, viewers are reminded they are tuned to WHAS-TV where superior programming is the rule.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE KENTUCKY

BASIC CBS-TV Network

NOW FULL POWER

KSBW -

CHANNEL

8

One of the two *LOWEST COST*

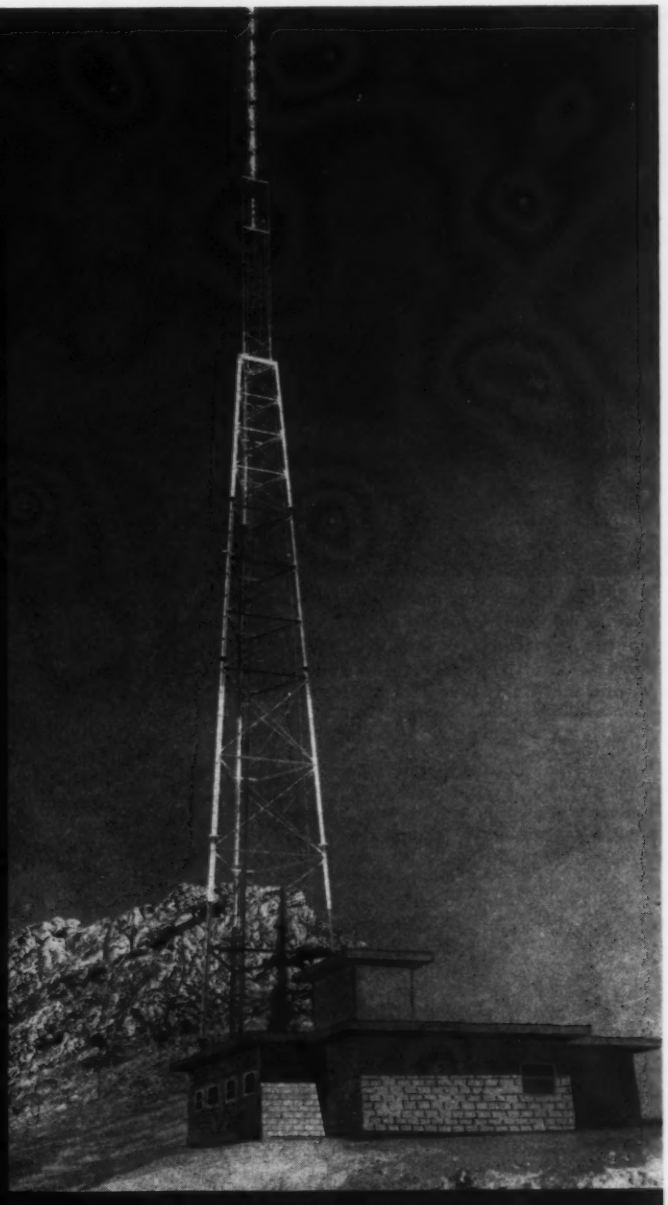
Stations in the U.S.

REPRESENTED NATIONALLY BY

& COLOR

TV

SALINAS MONTEREY
CALIFORNIA



NEW FREMONT PEAK
TRANSMITTER 3328 FT.

PER THOUSAND

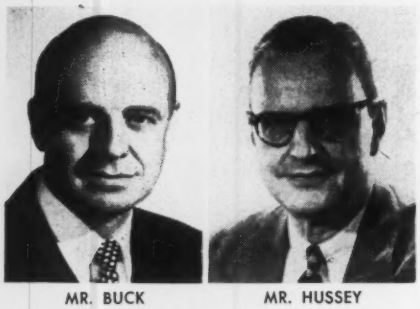
CBS
NBC
ABC

H-R TELEVISION

HERBERT SAUER, advertising manager for National Food Stores, passes a bowling ball to Bob Ekstrum (c), sales manager of WCCO-TV Minneapolis, Minn., signifying National's renewal of the *Bowlerama* show on the station. With them (l to r) are Dave Moore, m.c. of the show; Art Gruber, president of Art Gruber & Assoc., who originated and produced the show, and Bud Bahr, president of Minnesota State Bowlers Assn.

A&A PEOPLE

Gordon F. Buck promoted to vice president and media director at Foote, Cone & Belding, Chicago. He succeeds **Robert F. Hussey,** who becomes vice president and media account executive in agency's Detroit office, to be opened shortly.



MR. BUCK MR. HUSSEY

T. Sloane Palmer, marketing and research director, Comstock & Co., Buffalo, N. Y., agency, and **James G. J. Wells,** president of his own agency before joining Comstock last year, named vice presidents.

T. H. Stanley, chairman of executive committee and director of sales, Nehi Corp., Columbus, Ga., elected chairman of board of directors, succeeding **C. C. Colbert,** resigned to devote more time to his interests in several Nehi bottling plants. **W. E. Uzzell,** who has been serving since April as general sales manager, succeeds Mr. Stanley in sales post. **Edward L. Norton,** president, Coosa River Newsprint Co., Birmingham, Ala., and Nehi board member, elected to executive committee of corporation.

SYLVAN TAPLINGER, director of radio and television for Peck Adv., N. Y., will direct all radio and tv activities for N. Y. State Democratic Committee during current political campaign. Committee recently chose Peck Adv. as its agency [B•T, Sept. 3].

Merwin Hiller, employment manager, Kenyon & Eckhardt, N. Y., appointed general manager K&E Chicago office. **Vernon Baim,** formerly with Grant Adv., N. Y., as art director, to K&E, N. Y., as tv art director.

Charles K. Walden named manager new San Francisco office of Dan B. Miner Co., L. A. agency. Firm's address: 593 Market St., S. F.

Carl K. Revelle promoted from western regional sales manager to general sales manager of Studebaker-Packard Corp., South Bend, Ind.

Lloyd G. Chapman, sales manager, KDKA-TV Pittsburgh, Pa., to Vic Maitland & Assoc., Pittsburgh agency, as director of radio and tv operations. He had been associated with Westinghouse Broadcasting Co. more than 16 years (see story page 91).

MR. CHAPMAN

Ransom P. Dunnell, with Cunningham & Walsh, N. Y., for 14 years, to H. B. Humphrey, Alley & Richards, Boston and N. Y., as director of television and radio.

Henry G. Opperman named radio-television director, Geoffrey Wade Adv., N. Y.

A. S. Pietrykowski, formerly with Quartermaster Market Center System, appointed assistant to executive vice president of Silver Skillet Brands Inc. (quick-frozen, canned ready-to-serve foods), Skokie, Ill.

Jean Stevens, formerly radio-tv director on fashion accounts, Wendell P. Colton Co., N. Y., agency, appointed assistant advertising and promotion manager, Dorothy Gray Ltd., N. Y. cosmetic firm.

Robert S. Block, formerly with contest and film firms, to William G. Tannhaeuser Co., Milwaukee agency, as account executive.

Ralph T. Hartell, vice president and chief account executive, Bermingham, Castleman & Pierce, N. Y., to contact dept., Young & Rubicam, N. Y.

Sales By Carte-load

KDYL Salt Lake City, with its "Radio a la Carte," helped Courtesy Dodge-Plymouth there win a national sales contest of Dodge dealers. Courtesy sold more cars in the final two days of the contest than for any other comparable period in its history, going over the quota assigned by the manufacturer by 141%.

The only advertising used outside the car dealer's regular schedule were the remote broadcasts of disc jockey shows from the Courtesy showroom using "Radio a la Carte." "Radio a la Carte" is a portable broadcasting station used for point-of-sales merchandising.

Arthur S. Anderson, account executive for David W. Evans & Assoc., handles the account.

COLOR SCHEDULE

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Sept. 16 (10-10:30 p.m.) *Lamp Unto My Feet,* sustaining.

NBC-TV

Sept. 10-14 (3-4 p.m.) *Matinee,* participating sponsors (also Sept. 17-21, 24-28).

Sept. 11 (9:30-10:30 p.m.) *Kaiser Aluminum Hour,* Kaiser Aluminum through Young & Rubicam.

Sept. 15 (10-11 p.m.) *Perry Como Show,* participating sponsors (also Sept. 22, 29).

Sept. 17 (8-9:30 p.m.) *Producer's Showcase,* "The Lord Don't Play Favorites," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

Sept. 18 (8-8:30 p.m.) *Big Surprise,* Speidel through Norman, Craig & Kummel (also Sept. 25).

Sept. 18 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson (also Sept. 25).

Sept. 19 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson.

Sept. 20 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Sept. 27).

Sept. 22 (1-2 p.m.) *Warner Bros. Fashion Show,* Warner Bros. Co. through C. J. LaRoche.

Sept. 23 (8-9 p.m.) *Steve Allen Show,* participating sponsors.

Sept. 24 (7:30-7:45 p.m.) *Golden Touch of Frankie Carle* sustaining.

Sept. 24-28 (7:45-8 p.m.) *NBC-TV News Caravan,* various sponsors and agencies.

Sept. 26 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble through Benton & Bowles.

Sept. 28 (8-8:30 p.m.) *Truth or Consequences,* Toni Co. through North Adv. and P. Lorillard through Lennen & Newell.

Sept. 29 (9-10:30 p.m.) *Saturday Spectacular,* "Esther Williams' Aqua-Spectacle," RCA through Kenyon & Eckhardt and Oldsmobile through D. P. Brothers.

[Note: This schedule will be corrected to press time of each issue of B•T]

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

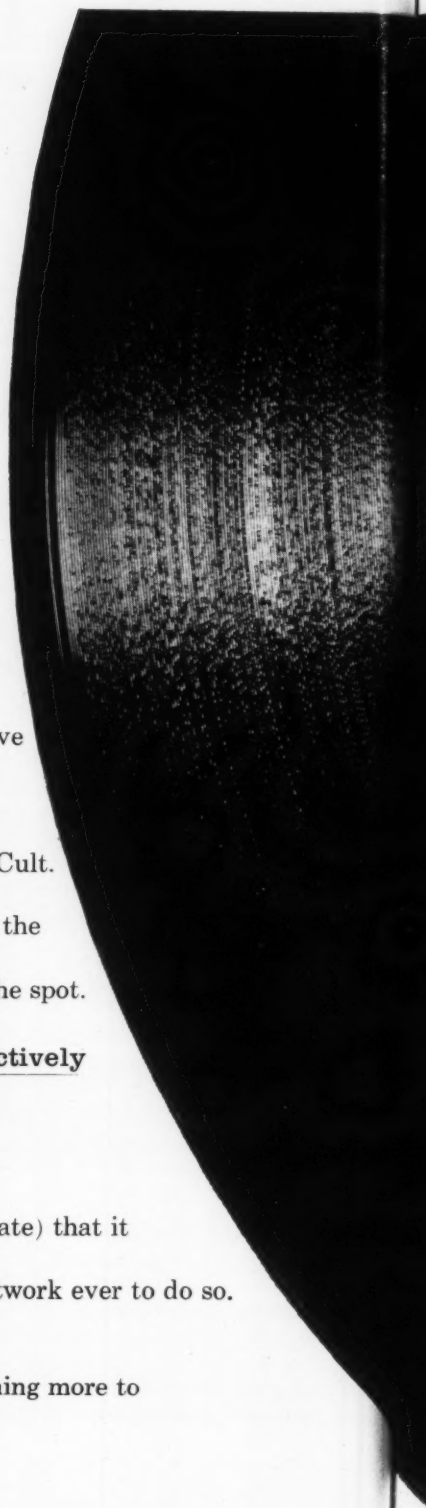
These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

More people live in this mountain-isolated Beeline area than in all of Colorado. They have over $3½ billion in spendable income.

(Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative



You are a network radio station, strong in your area. One reason is the big programming that makes you stand out from the crowd.

Your record supplier can see that you get the latest releases... but he can't guarantee that every other station in town won't have the same records, and play them just as often. Or oftener.

Your network makes the difference... filling out and enriching your own fine local schedule with programs and names that are uniquely network. Names like Mutual's Walter Winchell... Gabriel Heatter... each with a quarter-century record of getting a distinctive and persuasive news style across to millions. "Queen for a Day," a perennial favorite among women's shows. Bob and Ray, who come pretty close to being a Cult. And the great sports and special events programs... 19 World Series... the Notre Dame games... 6 Presidential elections reported in full and on the spot. **These are the records that make listeners tune you in instinctively when something big is happening.**

So great is your network's faith in you (that is, if you're a Mutual affiliate) that it guarantees cost-per-thousand to your network advertisers—the only network ever to do so.

Your advertisers know you're a good buy because you have that something more to offer that only a network station can give...

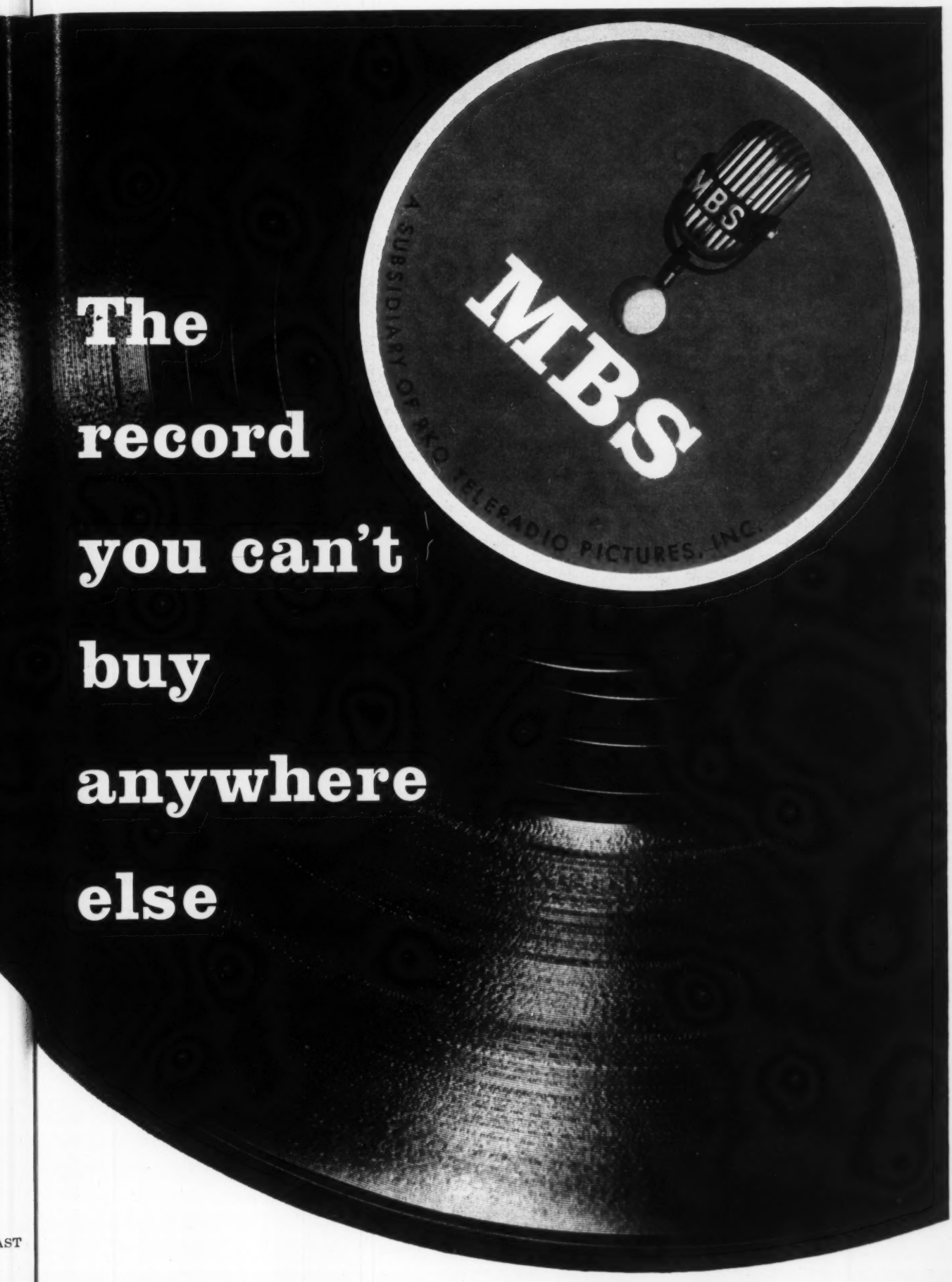
not just a service of records...

but a record of service

John B Poor

PRESIDENT

MUTUAL BROADCASTING SYSTEM ... OVER 500 INDEPENDENT STATIONS, COAST-TO-COAST


MBS
A SUBSIDIARY OF RKO TELERADIO PICTURES, INC.
The record you can't buy anywhere else

A MAT SERVICE FOR TELEVISION

Advertiser can add own message to film art supplied by Telemat's unique, and fast, commercial technique

MAT SERVICES and their libraries of stock pictures, designs and advertising layouts have long been a boon to the newspaper publisher and the small-budget advertiser, permitting them to create quality, eye-catching ads at the lowest possible production cost.

Now television stations in over 100 markets are finding it possible to attract many of these small advertisers—plus new major accounts too—as the result of a pioneering venture by two Hollywood businessmen in a "mat service" of animated cartoon spots designed exclusively for tv. Called Telemat, the firm produces a basic package of fifty 20-second spots (adaptable to 10-seconds) which it claims are just as flexible as the well-known newspaper mat and cost stations less than 2x2 in. slides.

In business about a year, Telemat is the brainchild of Dan Gerstman, retired manufacturer of women's sportswear, and Alan Wise, since 1932 an artist and animator for major Hollywood movie studios. Mr. Gerstman is chief business executive and Mr. Wise is in charge of production. Telemat has named Sid Freeman, formerly with Frederic W. Ziv Co., as general sales manager [B•T, April 9].

Working on production of tv commercials following World War II, Mr. Wise became aware of the need for low cost animated commercials for the local advertiser who found it difficult to use television effectively in competition with the high quality spots of national advertisers even when he could afford to buy time on his local station. The mat service in the publishing field enables the initial high production cost of quality art design, layout and pictures to be spread among many users, he observed, and the same principle could be applied in television too, in some form like the syndicated program.

The problem, however, was to design flexible "mat service" materials for tv which would be acceptable to a wide range of advertisers, products and sales promotion situations. Like newspapers, tv stations needed inexpensive visual building blocks with which to create local tv campaigns and which the salesman could demonstrate to a prospective account and then use on the air.

Telemat's series of fully animated cartoon spots, including music and sound effects, are the building blocks created by Mr. Wise and his staff.

Typical spots include one of a boy lighting a firecracker. It explodes and the cloud of smoke billows across the screen with the advertiser's message. The announcer can voice the message or make a supplemental sales point. Another shows a ballpark with the batter hitting the baseball. It soars into full screen, giving a frame for the commercial. Others use themes like a mermaid on a rock, circus seal balancing a ball, jack in the box, golfer, cowboy and his lariat, family around the tv set, parade of toy soldiers, piggy bank savings etc.

The films are supplied to the stations with blank spaces for advertising. Along with the films are still prints marked to guide the lettering of acetate or poster inserts. These can be interposed into the film sequence by a live camera trained on an easel or through a 2x2 slide on a separate slide scanner channel. Any voice background can be used. Telemat claims a station can put an animated spot on the air within 24 hours after a new account provides video copy.

The initial Telemat kit contains 25 individual spots and is augmented by five more every two months, building up a library of 50 within a year. Eventual library of over 300 subjects is planned.

Completing the cycle of their genesis, Telemat spots have been purchased by a newspaper to promote its classified advertising columns, Mr. Wise has reported. The *Los Angeles Examiner* used five of the subjects in a campaign on KRCA (TV) there. WNBQ (TV) Chicago used the spots to create commercial inserts on the Garroway show for Pixley & Ehlers Restaurant while the local Sears, Roebuck & Co. purchased 22 spots in one day to promote a warehouse sale.

Chevron Gasoline Dealers bought the baseball spot for use on KTSM-TV El Paso while radio station KFVD Los Angeles used the boy-and-firecracker sequence on KCOP (TV) there last summer to promote change of call letters to KPOP. Kahn's Department Store used Telemat on KRON-TV San Francisco in its 76th anniversary promotion.

Mr. Wise reported Telemat also prepares custom film "mats" where advertisers find wide distribution makes this practical. The firm has been producing a series of six for National Dairies (Sealtest) to be used in various markets by Sealtest dealers. Agency is N. W. Ayer & Co. Custom spot also was ordered by Kroger Grocery Co. through Ralph Jones Co. for use in multiple midwest markets.

Telemat's Canadian representative is S. W. Caldwell Ltd., Toronto.

Food Packers Top Sponsors Of TPA Syndicated Shows

RESULTS of an analysis released last week by Television Programs of America showed that food packers are the leading advertisers of TPA filmed shows.

The TPA study encompassed the 12-month period ended July 31, 1956, coinciding with the company's fiscal year, according to Michael M. Sillerman, executive vice president. In order, Mr. Sillerman listed the leading users of TPA programming as follows: food packers, brewers, dairies, bakeries, retail stores-supermarkets, banks and automotive.

"The prominence of breweries in the use of syndicated film programs," Mr. Sillerman pointed out, "is particularly indicative. Research has shown for some time that most beer purchases are now made by housewives and most beer is consumed in the home. Of the beer consumed in the home, oddly enough, most is drunk while watching television. This, of course, has led to increased emphasis in brewer sponsorship of programs which appeal to women as well as men. *Susie*, starring Ann Sothern, has more brewery sponsors than any other TPA program, with 26% of *Susie* sponsors in this category," he explained.

Three TPA programs alone accounted for 330 individual advertiser sales in 212 markets, he said. They were *The Count of Monte Cristo*, and the recently released *Stage 7*.

Cristo has 24% food sponsors; automotive, 14%; banks 10%; and breweries 9%. *Stage 7* has 22% food sponsors; breweries 18%; petroleum products 14%; automotive 11%. *Susie* has 26% breweries and food products at 18%. Other TPA programs in syndication included in the analysis are: *Captain Gallant, Ramar of the Jungle, Your Star Showcase, Science in Action,* and *Ellery Queen.*

Vidas Heads McConkey Unit

ESTABLISHMENT of a tv film sales department by McConkey Artists, Chicago, with Bill Vidas as vice president in charge of sales, has been announced by Dick Shelton, president of the booking agency for musical units. The new department will handle tv film properties for regional and national sales, as well as representing other companies.

No, that mystery shape isn't really a kangaroo, though it is jumping steadily higher and higher in consumer spendable income and in relative rank among the nation's top markets!

Actually it's a map of "The Mystery Market"... one of America's richest... The Central South... a $2,713,371,000 market—richer than the cities of Denver and New Orleans put together... or Atlanta and Dallas put together.

A RICH MARKET, IN FACT, THAT'S COVERED BY ONLY ONE MEDIUM... and that's WSM Radio in Nashville.

If you attempt to cover the Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuilt program. As for TV, all TV viewers in the market put together still represent less than half the market's buying power!

For the full story on this unique situation, send for your free copy of our booklet, "The Mystery Market", containing complete facts and figures as compiled by independent authorities.

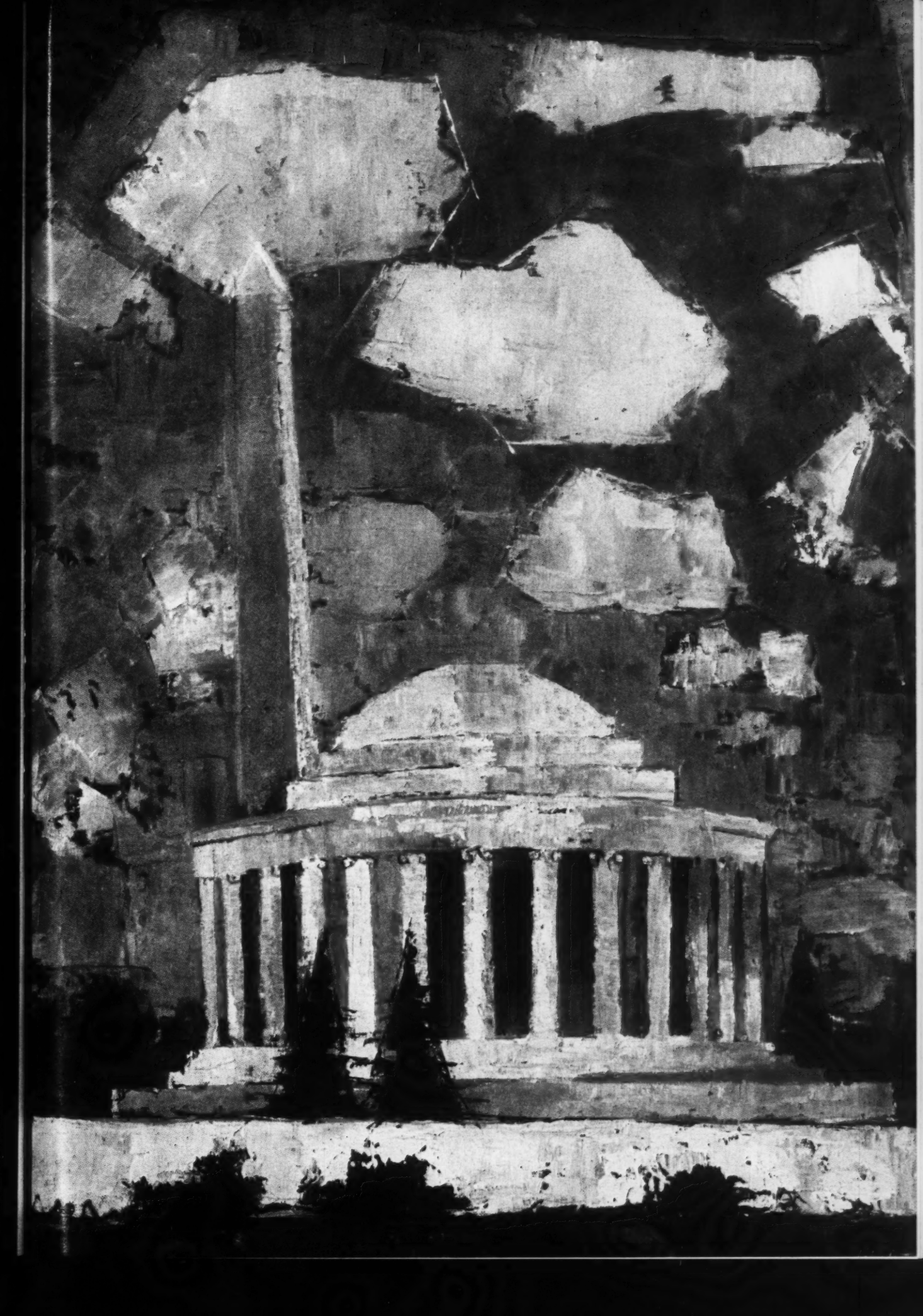
650 KC **WSM** RADIO

BOB COOPER, Sales Manager
JOHN BLAIR AND COMPANY, National Advertising Representatives
Nashville – Clear Channel – 50,000 Watts

THE VIRGINIANS:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



THE VIRGINIANS *by William Walton.*
Seventh of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

Screen Gems Announces Sales Units, Officials

IN a move to strengthen its sales service to local and regional advertisers and to stations, Screen Gems Inc., New York, announced last week it has established four major sales units to concentrate on the sales of the company's syndication and feature products.

The decision to concentrate its sales areas was made during a three-day sales meeting in New York last week, according to Robert H. Salk, director of syndicate sales for the company. He announced that Ben Colman has been named assistant director of syndicate sales in addition to his duties as eastern sales area manager; Frank Browne has been appointed southern area manager, and Henry Gillespie

CONCLUDING a three-day sales meeting in New York of Screen Gems officials are (l to r) Frank Browne, Robert Salk, Henry Gillespie, Ben Colman and Richard Dinsmore.

southeastern area manager. Recently-appointed Richard Dinsmore continues as western area manager.

Mr. Salk reported that during the three-day meetings discussion touched upon new concepts in programming, with particular emphasis on daytime requirements. Continual growth in both the daytime and syndicated areas, he said, "has resulted in definite plans for even greater expansion in the immediate future."

Guild Films Buys 7 Series In Stock-for-Product Deal

PURCHASE by Guild Films Co., New York, of seven tv film series was announced last week by Reub Kaufman, Guild Films president [CLOSED CIRCUIT, Aug. 27]. The acquisition encompasses 182 half-hour films, of which 26 are in color, and 78 quarter-hour films, of which 39 are in color.

The program series includes *Sherlock Holmes, Janet Dean, Duffy's Tavern, Flash Gordon, Col. Tim McCoy, Junior Science* and *Paris Precinct.* The properties were purchased from various companies, Mr. Kaufman said, including Reynard International Inc., McCoy Television Inc., Science Tv Corp., Tavern Tv Corp. and Motion Pictures for Television Inc.

Mr. Kaufman reported the transaction constituted an exchange of 500,000 shares of Guild Films common stock for the properties, adding that "no cash was involved." The sellers also were granted options to buy a total of 75,000 shares of Guild Films common stock within 12 months at $5 a share; another 75,000 shares within 18 months at $6 a share, and another 75,000 shares within 24 months at $7 a share. The closing date for the transaction is set for Sept. 30.

Richard Ullman Inc. to Open Third Office in Hollywood

RICHARD ULLMAN INC., tv film production company with offices in Miami, Fla., and Buffalo, N. Y., soon will open a Hollywood office, it was announced last week by Martin A. Kempner, executive vice president.

Mr. Kempner also reported 12 renewals and 17 new sales for Ullman's *Watch the Birdie* show. The renewals include WMTV (TV) Madison, Wis.; XETV (TV) Tijuana, Mexico (San Diego); WBKB (TV) Chicago; KBTV (TV) Denver; CKLW-TV Detroit; WCCO-TV Minneapolis; KPRC-TV Houston, Tex.; KFJZ-TV Ft. Worth, Tex.; WISN-TV Milwaukee; KMBC-TV Kansas City; KREM-TV Spokane, Wash.; KOIN-TV Portland, Ore.

New sales: For Real Kool beverage, WTAR-TV Norfolk, Va.; WUSN-TV Charleston, S. C.; for Malt-O-Meal cereals, WHBQ-TV Memphis, Tenn.; KOTV (TV) Tulsa, Okla.; WMTV (TV) Madison, Wis.; KVTV (TV) Sioux City, Iowa; KING-TV Seattle, Wash.; KMTV (TV) Omaha, Neb.; for Seven Up, WTVJ (TV) Miami; for Koontz Dairy, WBOC-TV Salisbury, Md.; for Borden's WCDA (TV) Albany, N. Y.; and others, WOAY-TV Oak Hill, W. Va.; WSM-TV Nashville, Tenn.; KWWL-TV Waterloo, Iowa; WFIE (TV) Evansville, Ind.; KARD-TV Wichita, Kan., and WAVE-TV Louisville, Ky.

Sponsors of 'Dr. Hudson' Increasing Markets for Fall

SECOND cycle of *Dr. Hudson's Secret Journal* tv film series is attracting the same regional advertisers who are sponsoring the program in more markets than last year, according to results of a study released last week by Wynn Nathan, MCA-TV film syndication division vice president in charge of sales.

The second cycle of the series begins this month, Mr. Nathan said, and many advertisers who sponsored the series in its initial run last year have renewed and enlarged the number of their markets. He cited Wilson & Co., Chicago, which carried the series in six markets last year and currently has signed for more than 30 markets. Other large regional advertisers, who have expanded their line-ups, Mr. Wynn said, are the Bowman Biscuit Co., which has contracted for more than 17 markets in the Southwest; the Gill Coffee Co., six markets, and Pacific Gas & Electric Co., a list of northern California markets still undetermined.

Six Tv Stations Order Additional Warner Films

ASSOCIATED ARTISTS Productions, New York, reported last week that various tv stations have bought additional groups of films from the Warner Bros. feature package in addition to original purchases. The Warners' library consists of 13 groups, each containing 58 films.

Among those who had bought a group and subsequently expanded their purchases are KBOI-TV Boise, Idaho; KREM-TV Spokeane, Wash.; WKRC-TV Cincinnati, WTVN-TV Columbus, Ohio; KENI-TV Anchorage, and KFAR-TV Fairbanks, both Alaska. Groups of the Warner Bros. library currently have been sold in more than 60 markets, according to Bob Rich, AAP general sales manager.

March to RKO As Producer

ALEX MARCH, former producer for CBS-TV's *Studio One Summer Theatre,* has been signed by RKO Radio Studios and his first assignment will be to gather material for new RKO television films to go into production in 1957 [CLOSED CIRCUIT, Aug. 27]. William Dozier, vice president in charge of production for RKO Hollywood, was in New York last week for talks with Mr. March on the tv production plans. New shows will include half-hour as well as one-hour and 1½-hour anthology segments, the Hollywood studio said.

FILM SALES

National Telefilm Assoc., N. Y., in what is said to be departure from usual arrangement of selling syndicated tv film program, has sold *Sheriff of Cochise* series to WABD (TV) New York on 52-week basis for $200,000. Contract contains bonus clause similar to those between motion picture producers and theatres based on box office figures in which WABD agrees to pay bonus if series attains specified rating at end of six-month period. Series, produced by Desilu Productions, L. A., at average cost of $35,000 per picture, begins in New York, Oct. 1.

Guild Films, N. Y., has sold *Frankie Laine Show* to WABC-TV New York and in 13 other markets during past two weeks. Also sold or renewed: *I Spy* in 14 markets and *Liberace Show* in 18 during same period.

Sterling Television Co., N. Y., reports sales of *Kings Crossroads* to WKTV (TV) Utica, N. Y., and WCYB-TV Bristol, Va.; *Movie Museum* to WCAX-TV Burlington, Vt., and KTSM-TV El Paso.

FILM PRODUCTION

Greenspan-Hammerstein Productions Inc., N. Y., has began production of new half-hour tv film series, *Golf With the Champions.* Series was created by Golf With the Champions Inc., N. Y., new packaging company, which was represented in negotiations with G-H by Theatrical Enterprises, N. Y.

FILM DISTRIBUTION

Allied Artists Productions Inc., Hollywood, announces distribution in Pacific Northwest now being handled by firm's Seattle branch. Portland, Ore., branch is retained as sales office.

Association Films, N. Y., is offering free to tv stations new 16 mm color film on operation of cotton mill, "Bedtime for Janie," which was produced for P. H. Hanes Knitting Co. of North Carolina by Peter Elgar Productions, N. Y.

Modern Talking Picture Service Inc., N. Y., distributor of business public relations films, announces new bulletin describing 142 free films for tv. About one-third of total titles are available in color.

FILM RANDOM SHOTS

American Heart Assn. will hold national premiere Sept. 14 of "The Secrets of the Heart," half-hour documentary film on research related to heart and blood diseases, at Johnny Victor Theatre in New York. Film subsequently will be made available for television exhibition and other showings.

Fiore Films, N. Y., producing six 20-second and 8-second tv film spots for Arthritis & Rheumatism Foundation, N. Y.

Film Creations Inc., N. Y., currently is producing series of one-minute commercials for Ronzoni Foods Products, N. Y., through Emil Mogul Co., N. Y. Commercials said to feature unusual bilingual treatment.

McDonald Says Spectaculars No Good For Subscription Tv

TODAY'S television spectaculars are not satisfactory fare for proposed subscription tv, according to Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., which has pioneered in the field of pay tv.

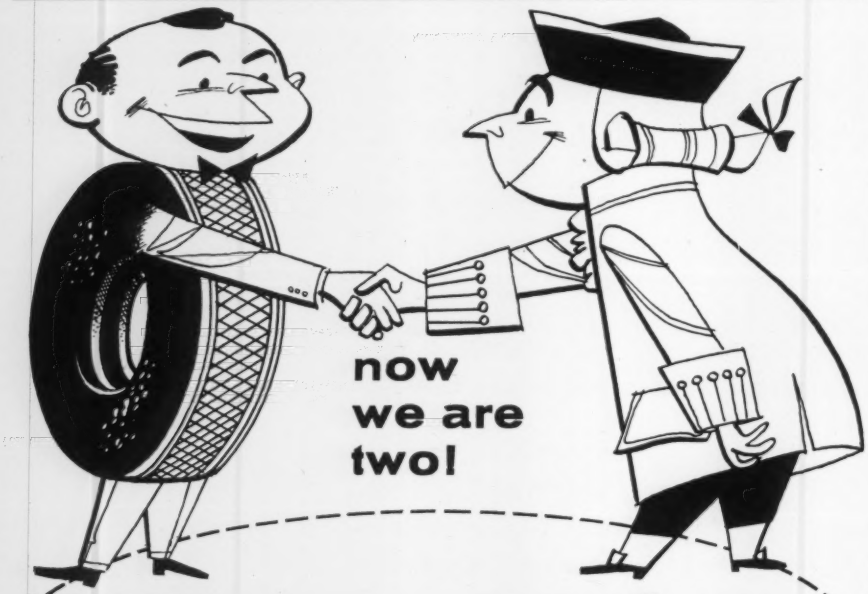
"With a few exceptions," Comdr. McDonald said, "network spectaculars have been merely expanded versions of conventional 30 and 60-minute variety shows. They have no more place on subscription tv than they have in Broadway theatres.

"Subscription tv was designed to bring the public on home tv the kind of superior entertainment that advertisers cannot afford to sponsor and that can now be seen only in the theatre. . . . So long as I have anything to say on the subject, this kind of programming will never be put on subscription tv," he emphasized.

Welk Radio Package Set

PRODUCTION of a new radio transcription package, *The Lawrence Welk Library*, for syndication within the next fortnight was announced Wednesday by Standard Radio Transcription Services Inc., Chicago.

Library is described by Milton M. Blink, Standard president, as a complete and coordinated package of several hundred musical selections representing the best of Mr. Welk's repertoire and featuring his vocalists and performers.



Wcue and Wice

We're proud as Roger Williams . . . crowing like a Rhode Island Red, because now we are two. And you, you're "right on cue" whether it's in Akron, Ohio or Providence, Rhode Island. You're right with our music and our news. You're right with our solid policy of local programming, local service and warm interest in each community — Tiretown, U. S. A., and rich, little Rhody's capitol city.

Wcue
1150
ON YOUR RADIO
AKRON, OHIO
NATIONAL REP. - JOHN E. PEARSON CO.

TIM ELLIOT, PRESIDENT

Wice
1290 ON YOUR RADIO
PROVIDENCE, RHODE ISLAND
NATIONAL REP. -
JOHN E. PEARSON CO.

Ross Named Negotiator For Writers Guild West

N. JOSEPH ROSS, a senior partner in the Los Angeles firm of Pacht, Ross, Warne & Bernhard, has been appointed negotiator for the Writers Guild of America West in connection with the sale of subsidiary rights in members' television properties, WGAW announced last week. His position is the counterpart of that of Richard Jablow, New York attorney representing WGA East.

WGAW explained that under the new tv-film contracts concluded by the guild with the Alliance of Television Film Producers, the major motion picture studio tv subsidiaries and the tv networks, subsidiary rights can be obtained only through a guild-appointed negotiator and cannot be acquired as part of a whole bundle of rights from the writer at the time of his initial agreement. The guild has campaigned on this issue for many years in the motion picture field.

Mr. Ross' firm also acts as general counsel to the guild and his services are expected to extend into the live television field where new contractual changes with the networks will give writers similar protection with respect to spectaculars, according to Frances Inglis, executive director of the guild.

Under the original draft of the live tv contract, the companies were prohibited from negotiating for subsidiary rights under any circumstance at the time of the initial agreement. But, as provided by amendments to the contract recently concluded, such negotiations may now be entered into provided the writer receives at least five times the basic minimum and it is understood additional sums above this will be paid for specific subsidiary rights as arranged by the guild negotiator, it was explained.

To Assume Increasing Importance

The guild spokesman said this aspect of writers' tv contracts will assume increasing importance in the immediate future in view of the growing interest of the networks in backing Broadway productions. David Dortort, president of the tv-radio writers branch of the guild, added that "the time has finally arrived when the writer is beginning to realize an adequate return from all the various uses to which his material can be put—uses which formerly were buried in the bundle of rights moldering on the shelves of production companies, which had no interest in exploitation of any but the motion picture rights."

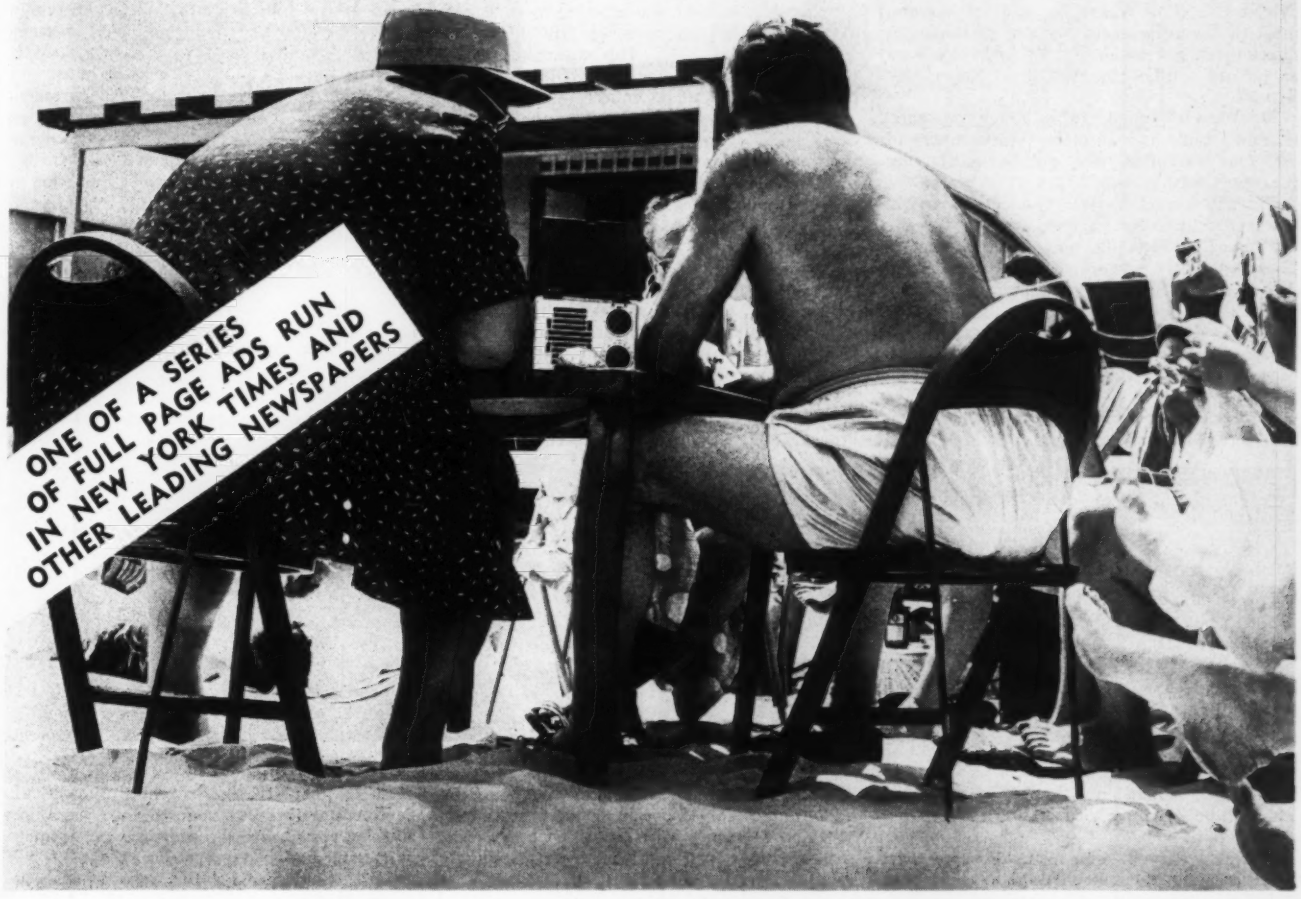
The guild also announced last week it was moving toward organization of the "last remaining unorganized group in Hollywood" with the filing of a petition with the National Labor Relations Board to certify the guild as representative for writers at Desilu Productions. Ballots were mailed to Desilu writers last week and the vote should be made public in about two weeks, the guild said.

WMBD Peoria Strike Ends

TECHNICIANS at WMBD Peoria, Ill., were to return to work yesterday (Sunday) after a strike lasting six months, according to Robert O. Runnerstrom, vice president. The strike was called last March 5 while negotiations for a new contract were in progress with Local 1292 of IBEW. Primary issue was studio jurisdiction, with wages not an issue, Mr. Runnerstrom said.

On Vacation from every advertising medium... except

THE NATION'S VOICE



A new advertising strategy based on Politz research

Radio—and only radio—follows your customers wherever they go, reaches them while they are doing other things. Radio is the *constant* companion of the American people.

Two-thirds of the adult population listen to radio on any given day and 87.8% within a week. And this nationally in the areas of TV's highest development.

These strengths of radio and other important facts established by Alfred Politz Research, Inc., are the foundation of the new advertising strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. While there are 2,833 radio stations operating today, only 48 selected stations are needed to bring 85% of all America's millions within your reach! Your sales message is carried directly to a huge daily audience, with great frequency, at a cost efficiency which is phenomenal.

Not in just one—but in five separate markets, the Politz studies show that people *trust*, *respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice story is in a presentation now ready at all Christal offices. Call now and reserve a time to see it.

First on every list are these 13 Great Radio Stations covering ¼ of all America

WBAL – Baltimore	**WBEN** – Buffalo		**WGAR** – Cleveland	**WJR** – Detroit
WTIC – Hartford	**WDAF** – Kansas City		**KFI** – Los Angeles	**WHAS** – Louisville
WCKR – Miami	**WTMJ** – Milwaukee	**WGY** – Schenectady	**WSYR** – Syracuse	**WTAG** – Worcester

WHAT WILL $100,000 BUY IN THESE 4 EXCELLENT MEDIA?

THE LARGEST WEEKLY MAGAZINE—using color pages, your message will go out just 3 times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT—your money is not quite sufficient for 3 color pages—delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM—your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE—your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

WEAVER RESIGNS FROM NBC; SARNOFF NOW TOP OFFICER

- **Team of "Pat and Bob" reduced to Bob, who makes announcement**
- **Four executive vice presidents elected in NBC reorganization**
- **It's another NBC redesign by Booz, Allen & Hamilton, consultants**

RESIGNATION of NBC Board Chairman Sylvester L. (Pat) Weaver Jr. and the appointment of four new executive vice presidents to direct the major areas of NBC activities were announced Friday by President Robert W. Sarnoff.

Mr. Weaver's resignation, although frequently rumored, came as a surprise. Appointment of the four executive vice presidents did not [CLOSED CIRCUIT, Aug. 27].

The new executive vice presidents, who will report directly to Mr. Sarnoff, are:

Thomas A. McAvity, now vice president in charge of the tv network, who becomes executive vice president for tv network programs and sales;

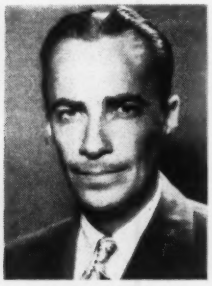
Charles R. Denny, now vice president in charge of owned stations and spot sales, who becomes executive vice president for operations;

John M. Clifford, currently administrative vice president, who will be executive vice president for administration;

MR. WEAVER

MR. SARNOFF

MR. McAVITY



MR. DENNY

MR. CLIFFORD

MR. ADAMS

David C. Adams, now staff vice president, who will be executive vice president for corporate relations.

President Sarnoff, who made the announcements in a closed-circuit message to affiliates at 12:30 p.m. Friday after the changes were approved by the NBC board meeting that morning, explained that the realignment under the executive vice presidencies will make it possible for day-to-day problems to be handled systematically and allow NBC management to "concentrate its time and thought on major policy matters and on . . . forward planning."

In addition to the four executive vice presidents, three other vice presidents also will report directly to the president: Kenneth Bilby, vice president for public relations, which Mr. Sarnoff explained is "traditionally and properly an arm of the president"; Emanuel (Manie) Sacks and Joseph V. Heffernan, both staff vice presidents.

Mr. Weaver's plans—after seven years with NBC, including two as president—were not immediately disclosed. Mr. Sarnoff, who had served as executive vice president in the team of "Pat and Bob" during Mr. Weaver's tenure as president, told the affiliates that he was announcing the resignation "with personal regret."

"At the NBC board of directors meeting this morning," he said, "Pat Weaver . . . submitted his resignation effective today [Fri.] . . . I know all of you join me in extending to Pat our best wishes for his future."

There was no reference to the question of whether the board chairmanship would continue to remain vacant.

When Mr. Weaver was elevated to chairman of the board he was signed by NBC to a contract to run to 1972. This presumably was renegotiated prior to his resignation. His departure was said to be entirely amicable.

Mr. Sarnoff gave this outline of the jurisdictional areas of the executive vice presidents in the new operations plan, which was "developed with the assistance and objective evaluation of one of the country's leading management consultant firms," Booz, Allen & Hamilton:

"Tom McAvity's promotion to the new position of executive vice president for tv network programs and sales reflects the fact that the development of television programming and sales is a responsibility of such great scope and of such importance to the company that it requires the full time concentration of a top-level executive. Through such concentration in these two vital and related fields, and with the support of program and sales organizations strong in depth, we believe NBC will realize to the maximum the opportunities for television network success.

"Charlie Denny, as executive vice president for operations, will continue to be responsible for our owned and operated stations and spot sales. In addition, he will have reporting to him the radio network under Joe Culligan, production facilities and our subsidiary, California National Productions.

"Mac Clifford, as executive vice president for administration, will have reporting to him talent and program contract administration, the law department, the treasurer and the vice president for the Pacific Division. In addition, he will continue to be in charge of the personnel department, engineering and facilities administration, and the controller's office.

"David Adams, as executive vice president for corporate relations, will head up a newly-created group of functions consisting of station relations under Harry Bannister, the NBC Washington office and planning and development.

"I firmly believe that NBC is on the threshold of its greatest period of opportunity and success and that you, our affiliates, will share those opportunities and that success in association with us."

Explaining the background of the realignment, Mr. Sarnoff told the affiliates "the new form of NBC organization was fashioned, after the most thorough planning, to adapt our company structure to the dynamic and continuing growth of our business which has become so much more complicated than it was five or ten years ago." All the changes, Mr. Sarnoff said, were effective immediately.

Mr. Weaver's resignation ended a tenure that started in 1949 when he joined NBC as head of the television network. He already had a record of 18 years in broadcasting and advertising, including the ad managership (before he was 30) of American Tobacco Co. under the late George Washington Hill. He served NBC as vice chairman of the board before his election to the presidency in December 1953 and to the board chairmanship in December 1955.

He won at NBC a quick and lasting reputation as an innovator, launching the "magazine concept" of selling and helping to introduce the color spectaculars and other new formats.

Mr. McAvity, new executive vice president for tv network programs and sales, had long experience in radio and tv—mostly in program production (1929-1932 producer for NBC, then for several years supervisor of production of top-rated radio programs as vice president of Lord & Thomas' radio department)—when he rejoined NBC in October 1951 as director of talent and procurement for tv. He became national program director in 1952, vice president of television network programs in January 1954, and vice president in charge of television network in February 1955. He was manager of Lord & Thomas' Hollywood office from 1937 to 1941.

Mr. Denny, executive vice president for operations, cut short an extensive career in government to join NBC in November 1947 as vice president and general counsel. Five years later, after a period as executive vice president, he was named vice president in charge of NBC owned stations and NBC Spot Sales. Two years after he was admitted to the bar in Washing in 1936, Mr. Denny became a Justice Dept. attorney, serving there until 1941, then as chief of the Appellate Section in Lands Div. and also as special assistant to the Attorney General. Appointed assistant general counsel of the FCC in February 1942, Mr. Denny became general counsel eight months later, was appointed FCC member in March 1945, acting chairman on Feb. 26, 1946, and chairman on Dec. 4, 1946.

Mr. Clifford, executive vice president for administration, rose in RCA and NBC ranks in legal and personnel activities, serving as a member of RCA's legal staff (1943-1947), assistant general attorney at RCA (1947-1951), assistant director of personnel for RCA Victor Div. (1951-1953) and director of personnel (March-June 1953). He was elected vice president in charge of personnel for NBC in June 1953 and in August 1954 was made administrative vice president of the network.

Mr. Adams, executive vice president for corporate relations, joined NBC as assistant general counsel in December 1947 after serving with the FCC in various posts. He became vice president and general attorney of RCA Communications Inc. in July 1948, but returned to NBC the following January as assistant to the executive vice president. He was elected a staff vice president in March 1954.

ARE YOU GETTING INDIVIDUAL MARKETING ATTENTION WITH YOUR ADVERTISING?

You do in Milwaukee at WISN

The value of marketing and merchandising as an aid to advertising in today's highly-competitive economy cannot be over-emphasized. So important is it in Milwaukee that WISN-TV and WISN Radio maintains a separate department to execute its functions. It is the most comprehensive service of its kind in Milwaukee broadcasting. Most of its features are exclusive with us.

and it doesn't cost station advertisers a cent!

The individual merchandising needs of any type of advertiser are quickly and extensively fulfilled because of constant contact with food, drug, manufacturing and other distributors, brokers and retailers.

In the food field, for example, WISN arranges for displays in A&P, IGA and Sentry food stores; runs product ads for station advertisers in a monthly publication sent to 1,092 grocers; explains advertising programs to local sales outlets; makes regular calls on distributors and sends monthly reports to advertisers on services rendered.

A long list of satisfied sponsors attests to the success of merchandising programs for other types of sponsors. No matter what the product or objective, WISN creates the plan that enables the advertiser to reach even the most extensive marketing and merchandising goals.

Why not let us solve your marketing or merchandising problem, today?

1150 WISN Milwaukee RADIO

John B. Soell, Director

12 WISN-TV

CHANNEL 12 MILWAUKEE

BASIC ABC AFFILIATES

Represented by Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

CBS-AM AFFILIATES TO GATHER IN N. Y.

Election of chairman and three directors-at-large is first order of business for 200 expected to attend two-day meeting.

MORE THAN 200 affiliates of CBS Radio were expected to gather in New York over the weekend for the third annual convention of the CBS Radio Affiliates Assn., to be held today (Monday) and tomorrow at the Hotel Pierre. The network's 1956-57 sales, program, promotion and advertising plans will be a focal point of the two-day meeting.

Election of a chairman of the board of the association and three directors-at-large were to be held in preliminary sessions yesterday (Sunday). Kenyon Brown of KWFT Wichita Falls, Tex., is current board chairman.

Registration will be held in the Pierre's grand ballroom foyer, starting at 8 a.m. today, with the first session convening at 10 a.m.

After an opening by convention Chairman F. C. Sowell of WLAC Nashville and Board Chairman Brown, CBS Radio President Arthur Hull Hayes will address the affiliates. His talk will be followed by approximately 15-minute speeches by Sig Mickelson, CBS vice president in charge of news and public affairs; Carroll Hansen, coordinator of news and sports for CBS Radio; Ralph Hardy, Washington vice president of CBS Inc.; Howard G. Barnes, network programs vice president of CBS Radio, and John Karol, network sales vice president of CBS Radio.

Dr. Frank Stanton, president of CBS Inc., will be principal speaker at the Monday luncheon, to be held at 1 p.m. at the Pierre Roof Garden following a cocktail period.

The Monday afternoon session, starting at 2:30 in the grand ballroom, will hear Jules Dundes, vice president in charge of advertising and promotion for the network. A question-and-answer period, scheduled for 3:30, will be followed by a closed meeting of the affiliates at 4 p.m.

Cocktails and dinner are slated for 6:30 and 7:30 respectively, in the grand ballroom, with entertainment featuring Robert Q. Lewis as m.c., Sam Levinson, Don Cornell, Dolores Hawkins, the Kirby Stone Quartet, Enid Mosier and her Trinidad Steel Drummers and Ray Bloch and his orchestra. In addition, Mr. Lewis and the cast of his new Monday-through-Friday show will record their broadcast for the next day.

Tuesday's meeting will open at 9:30 with a CBS Radio management conference, followed by a speech by William Shaw, network sales manager, at 11:30.

After cocktails and luncheon, the closing session at 2:30 will be devoted to a radio broadcasting panel discussion with Mr. Sowell as moderator and with J. Frank Jarman of WDNC Durham, N. C., representing management; Catherine Peden of WHOP Hopkinsville, Ky., representing sales; Art Schofield of Storer Broadcasting Co., representing promotion, and Sam Gifford of WHAS Louisville, representing programming.

Following is the list of CBS Radio affiliates planning to attend, as of Thursday, the third annual convention:

Allen T. Simmons and Mrs. Nina Simmons, WADC Akron, Ohio; Thomas Murphy and George M. Perkins, WROW Albany; John Atkinson, WHBU Anderson, Ind; Cecil B. Hoskins, WWNC Asheville, N. C.; W. R. Martin, WCMI Ashland, Ky.; Pat Rice Jr., WRDW Augusta, Ga.; J. C. Kellam, KTBC Austin, Tex.

John Elmer and George Roeder, WCBM Baltimore; George Dunham and Donn E. Winther, WNBF Binghamton, N. Y.; Harvey Struthers, Thomas Gorman, and Joseph Cullinane, WEEI Boston; Mrs. E. H. Butler, A. H. Kirchhofer, Frank W. Kelly, and Joseph A. Haeffner, WBEN Buffalo; Frank Reardon, KBOW Butte, Mont.

Bruce F. Anderson, WMT Cedar Rapids, Iowa; Larry Stewart, WDWS Champaign, Ill.; John M. Rivers, WCSC Charleston, S. C.; H. D. Battle and Jack Gelder, WCHS Charleston, W. Va.; Virgil V. Evans, WBT Charlotte, N. C.; Earl Winger, WDOD Chattanooga; H. Leslie Atlass and E. H. Shomo, WBBM Chicago; Hulbert Taft Jr., WKRC Cincinnati; Carl George, WGAR Cleveland.

J. W. Woodruff Jr., WRBL Columbus, Ga.; Geer Parkinson, James O. Yerian and P. E. Neal, WBNS Columbus, Ohio; M. L. Medley, WHUB Cookeville, Tenn.; Robert Dillon and Joe Hudgens, KRNT Des Moines; Hugh B. Terry, KLZ Denver; Worth Kramer and F. Sibley Moore, WJR Detroit; Odin Ramsland and Dale Cowle, KDAL Duluth; J. F. Jarman, WDNC Durham, N. C.; Herbert E. Evans, WMMN Fairmont, W. Va.; Mr. and Mrs. Paul Bartlett, KFRE Fresno; Haydn R. Evans, WBAY Green Bay, Wis.

KEYNOTE SPEAKER

MR. HAYES

Allen E. Wannamaker, WBIG Greensboro, N. C.; Albert T. Fisher Jr., WQOK Greenville, S. C.; Franklin M. Doolittle, Walter Haase and William F. Malo Sr., WDRC Hartford, Conn.; J. Howard Worrall and Melvin B. Wright, KGMB Honolulu; Ernest Lackey Jr. and Katherine Peden, WHOP Hopkinsville, Ky.; C. N. Layne, KID Idaho Falls, Idaho; C. Bruce McConnell and Robert B. McConnell, WISH Indianapolis, Ind.

M. R. Hanna, WHCU Ithaca, N. Y.; Sidney Beighley and John E. Coffin, WMBR Jacksonville, Fla.; Ken Marsh, WJHL Johnson City, Tenn.; E. K. Hartenbower, KCMO Kansas City, Mo.; Joseph K. Close and Edward B. Sawyer, WKNE Keene, N. H.; John C. Jeffrey, WIOU Kokomo, Ind.; Bert West and John Asher, KNX Los Angeles; Victor Sholis, Samuel Gifford and William Loader, WHAS Louisville, Ky.; Gordon Thompson, KFYO Lubbock, Tex.

W. E. Cobb, WMAZ Macon, Ga.; Ben Hovel and E. C. Severson, WKOW Madison, Wis.; Norton Virgien, WFEA Manchester, N. H.; Donald G. Harrer, KGLO Mason City, Iowa; John L. Ramp, William Fowler and Arthur G. Vondielingen, WBAT Marion, Ind.; Hoyt B. Wooten, WREC Memphis, Tenn.; Payson Hall and C. A. Larson, Meredith Publishing Co. (WOW Omaha, WHEN Syracuse and KCMO Kansas City); M. N. Babcock, WGBS Miami, Fla.

Larry Haeg and Clayton Kaufman, WCCO Minneapolis; Guy B. Farnsworth, KGVO Missoula, Mont.; J. Arthur Dupont, CJAD Montreal; F. C. Sowell, WLAC Nashville, Tenn.; W. H. Summerville and the Rev. A. B. Goodspeed, S. J., WWL New Orleans; Carl Ward, WCBS New York; Campbell Arnoux and Jack Black, WTAR Norfolk, Va.; Frank P. Fogarty, WOW Omaha; H. P. Danforth, WDBO Orlando. Fla.; Pierce E. Lackey, WPAD Paducah, Ky.

George Clinton, WPAR Parkersburg, W. Va.; Charles C. Caley, WMBD Peoria, Ill.; Donald W. Thornburgh, Joseph T. Connolly and John S. Derussy, WCAU Philadelphia; Homer L. Lane, KOOL Phoenix; Gunnar O. Wiig, John D. Gibbs and Owen S. Simon, KQV Pittsburgh; Creighton E. Gatchell and Perleston L. Pert, WGAN Portland, Me.; Arnold F. Schoen Jr., WPRO Providence, R. I.; Wayne Cribb, WTAD Quincy, Ill.; Mrs. Helen S. Duhamel and William F. Turner, KOTA Rapid City, S. D.

Donald W. Reynolds and Richard Colon, KOLO Reno, Nev.; John B. Tansey, WRVA Richmond, Va.; Paul E. Reynolds, WDBJ Roanoke, Va.; Glover Delaney and L. H. MacMillan, WHEC Rochester, N. Y.; Leslie C. Johnson, WHBF Rock Island, Ill.; Robert Hyland and Foster Brown, KMOX St. Louis; Jay W. Wright, KSL Salt Lake City; Frank G. Huntress Jr., Albert D. Johnson, Frank G. Huntress III and William Joekel, KENS San Antonio, Tex.

A. M. Mortensen, KFMB San Diego; Henry Untermeyer and Evelyn Clark Deggendorfer, KCBS San Francisco; John B. Browning, WSPB Sarasota, Fla.; Ben Williams, WTOC Savannah, Ga.; Saul Haas, KIRO Seattle; Walter J. Brown and Roger A. Shaffer, WSPA Spartanburg, S. C.; Charles DeRose, WHYN Springfield, Mass.; Oliver J. Keller, WTAX Springfield, Ill.; Homer Smith, Basse Beck and George S. Beck, WKOK Sunbury, Pa.; G. Pearson Ward, KTTS Springfield, Mo.; Paul Adanti and W. H. Bell, WHEN Syracuse.

L. S. Mitchell, WDAE Tampa, Fla.; Joseph Higgins, WTHI Terre Haute, Ind.; Ben Ludy and W. L. McKee, WIBW Topeka, Kan.; Harry Sedgwick and Cecily Vaison, CFRB Toronto; James F. Gismondi, WMBS Uniontown, Pa.; Lloyd Dennis, Robert Schellenberg and William Wiggins, WTOP Washington; J. Maxim Ryder, WBRY Waterbury, Conn.; Earl R. Kelly, WWNY Watertown, N. Y.; Paul Miller, WWVA Wheeling, W. Va.; Kenyon Brown, KWFT Wichita Falls, Tex.

Thomas P. Bashaw, KFH Wichita, Kan.; Woodrow W. Ott, WWPA Williamsport, Pa.; Penn T. Watson and William J. Bunn, WGTM Wilson, N. C.; James W. Coan and John G. Johnson, WTOB Winston-Salem, N. C.; Robert J. Brown, WTAG Worcester, Mass.; Robert Tincher, WNAX Yankton, S. D.; W. P. Williamson Jr. and J. L. Bowden, WKBN Youngstown, Ohio.

Here is list of CBS Inc. and CBS Radio executives slated to attend the affiliated convention (except where otherwise indicated, all are with CBS Radio Division):

Mrs. Naomi Andrews, copy chief, advertising and sales promotion; H. Leslie Atlass, vice president in charge of Central Div.; Howard G. Barnes, vice president in charge of network programs; Isidor S. Becker, vice president in

Advertising Impact?

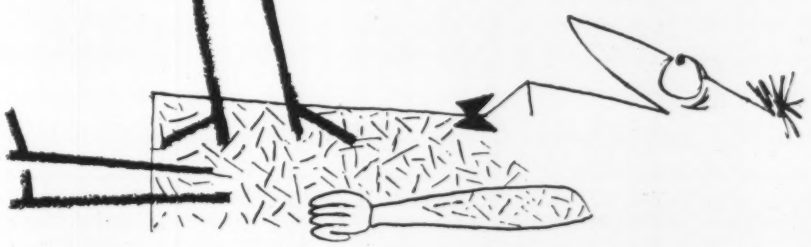
This spring a research firm* asked 4,584 radio, tv and advertising executives to check which of seven radio-television trade papers delivered the most advertising impact.

B•T——————————57.1

Pub. B——18.7

Pub. C—5.1

* Erdos and Morgan; survey was "blind" with sponsorship undisclosed. 1,936 replies were received. Complete summary upon request to B•T.



charge of business affairs; Howard Berk, trade news editor, press information; William S. Brower, program promotion dept.; Lloyd Brownfield, director of press information, Hollywood; Harper Carraine, director, of research; Louis Cowan, vice president, CBS Inc.

George Crandall, director of press information; John F. Day, director of news, CBS Inc.; Jack Donahue, Pacific Coast manager, network sales; Louis Dorfsman, director, advertising and sales promotion; Richard Duggan, sales service representative; Jules Dundes, vice president in charge of advertising and promotion; Robert J. Dunne, senior attorney; Harlan J. Dunning, supervisor of network programs.

William W. Firman, manager, Detroit office, network sales; William Frough, vice president in charge of network programs, Hollywood; Sid Garfield, director of exploitation, press information; Irving Gitlin, director of public affairs, CBS Inc.; Richard Golden, director, network sales presentations; Carroll Hansen, coordinator of news and sports; Ralph W. Hardy vice president, CBS Inc.; Louis Hausman, vice president, CBS Inc.; Arthur Hull Hayes, president; Roger K. Huston, manager, Chicago office, network sales; Richard W. Jolliffe, administrative manager, network sales services.

John Karol, vice president in charge of network sales; Edward Kaylin, associate director of network sales presentations; Ben S. Lochridge, network sales manager for Eastern Div.; Elmer Lower, director of special projects, CBS Inc.; Jack Martin, manager of network sales service; Gerald F. Maulsby, manager of network broadcasts; James McQuade, sales service representative; Sig Mickelson, vice president in charge of news and public affairs, CBS Inc.; Arthur Okun, sales service representative; Charles A. Rodin, program promotion department; Walter P. Rozett, director of accounting; Richard S. Salant, vice president, CBS Inc.; Murry Salberg, manager program promotion; Eric Salline, manager station relations; William A. Schudt Jr., vice president in charge of station relations; James M. Seward, administrative vice president; William Shaw, network sales manager; J. Kelly Smith, administrative vice president and Donald Wolff, sales service representative.

GF Moves in Rountree Slot, 'Conference' Fate Uncertain

STATUS of the Martha Rountree-Oliver Presbrey *Press Conference* program was very much up in the air last week following an announcement by NBC-TV that General Foods Corp. would launch *The Adventures of Hiram Holliday* Oct. 3 in the Wednesday 8-8:30 p.m. period now held by *Press Conference*. General Foods had contracted for this time before *Press Conference* began earlier this summer.

Network, agency, sponsor and packager spokesmen all offered inconclusive reports. NBC-TV said that "so far as we know," the show is neither on nor off the network, adding that "we are looking for another time slot." Oliver Presbrey, producer of the program and husband of moderator Martha Rountree, contacted in New York, insisted "we have definitely been rescheduled," but had no idea as to when and at what time. Spokesmen for the sponsor, Corn Products Refining Co., also claimed the show "will definitely remain on the air," but likewise failed to name a time. Corn Products' agency, C. L. Miller & Co., New York, came up with a succinct "It's very much up in the air."

The Presbrey program, signed—said Mr. Presbrey—for three years by Corn Products, will have reached the end of its first 13-week cycle Sept. 26, its last definitely set showing.

KEY FIGURES in Westinghouse Electric Corp.'s sponsorship of CBS coverage of the political campaigns discuss the "second act," a series of weekly political debates to be presented on the *Pick the Winner* program beginning this Wednesday (Sept. 12) on both CBS Radio and Tv. L to r are Frank Stanton, CBS president; Roger Bolin, Westinghouse's general advertising manager, and George Ketchum, president of Ketchum, MacLeod & Grove, agency for Westinghouse.

'Pick the Winner' to Debut This Week on CBS Radio, Tv

FIRST in the series of *Pick the Winner*—the pre-election day political show on CBS Radio and CBS-TV and sponsored by Westinghouse Electric Corp., as part of its package convention-election coverage—will be held Wednesday (7:30-8:00 p.m. EDT on CBS-TV and 8:30-9 p.m. EDT on CBS Radio). It also touches off the first in what the network hopes will be a series of weekly "electronic debates" on campaign issues.

The program Wednesday will feature New York Gov. Averell Harriman, the unsuccessful contender for presidential nominee of the Democratic Party, whose remarks will be picked up from studios in New York, and Sen. William Knowland (R-Calif.) who will speak from WBNS-TV's studios in Columbus, Ohio, where the senator will be attending the Ohio State Republican convention. Walter Cronkite of CBS News will moderate from an "anchor" position at studios in New York. Emphasis in this debate will be on foreign policy. In addition to debates, programs are planned to the news conference format.

Bronson, Cady to Address NBC Continuity Conference

ANNUAL meeting of NBC's continuity acceptance department will be held at the network's New York headquarters tomorrow (Tuesday) and Wednesday and will be highlighted by talks by Edward H. Bronson, director of Television Code Affairs of NARTB and Charles S. Cady, assistant director of Television Code Affairs for NARTB.

Stockton Helffrich, NBC director of continuity acceptance, will preside at the meeting. Other NBC executives expected to be in attendance are Carl Watson, manager of continuity acceptance in New York; Robert Wood, manager of the department in Hollywood, and Burton Bridgens, manager in Washington. The NBC-owned stations in Philadelphia and Buffalo will be represented, respectively, by Edna Whittington of WRCV-AM-TV and Frank Buxton of WBUF (TV).

ABC Operations Meeting Gets Under Way Today

TOP executives of ABC and of the ABC-owned stations will open a two-day planning and operations meeting in New York today (Mon.) to chart the course for the 1956-57 programming season.

Though complete details of the agenda were not available late last week, it was understood that discussion will center around all phases of operations at the network and at the owned radio and tv stations, with emphasis on ways by which the owned outlets can integrate most effectively into the network operations.

Robert E. Kintner, president, will open the meeting at the St. Regis hotel this morning, then turn over the gavel to Harold L. Morgan Jr., ABC vice president and controller, who will conduct the sessions. Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, is scheduled to attend the meeting.

Among those expected to be on hand for the sessions:

From New York—Ernest Lee Jahncke Jr., ABC vice president and assistant to the president; Don Durgin, vice president in charge of ABC Radio; Michael J. Foster, vice president in charge of press information and advertising; Robert F. Lewine, vice president in charge of programming and talent for ABC-TV; Frank Marx, vice president in charge of engineering; John H. Mitchell, vice president in charge of ABC-TV; James Stabile, vice president and general counsel; Thomas Velotta, vice president and administrative officer for news, special events, public affairs and sports; Stewart Barthelmess, general manager of WABC New York; Robert L. Stone, general manager of WABC-TV; John Eckstein, ABC director of advertising; Jason Rabinowitz, assistant controller of ABC; Mortimer Weinbach, ABC vice president in charge of personnel and labor relations; Slocum Chaplin, ABC vice president in charge of tv sales; Charles Abry, ABC national tv sales manager; Donald W. Coyle, ABC director of research and sales development, and Donald Shaw, ABC director of tv station clearance.

Detroit—James G. Riddell, president and general manager of WXYZ-AM-TV; Harold Neal, ABC vice president in charge of radio in Detroit, and John Pival, ABC vice president for television in Detroit.

Chicago—Sterling C. Quinlan, vice president in charge of WBKB (TV).

Los Angeles—John S. Hansen, general manager of KABC.

San Francisco—James H. Connolly, vice president in charge of San Francisco office.

ABC also announced that Earl Hudson, vice president in charge of the Western Div., had planned to attend but could not, owing to the pressure of business.

NBC-TV Returns Bolger Show

NBC-TV has reinstated *Washington Square*, starring dancer Ray Bolger, to its 1956-57 schedule. Half of the programs will be sponsored by Helene Curtis Industries Inc., Chicago, through Earle Ludgin & Co., Chicago [B•T, Aug. 27]. The series will be telecast in color, starting Oct. 21, with 14 programs presented on alternate Sundays (4-5 p.m. EST) and another three programs on still undesignated weekday evenings during May and June. A spokesman for NBC-TV, which earlier had canceled plans for the program after failing to obtain a sponsor, said the series will be presented even if the network fails to obtain a co-sponsor.

COMING!

(before Christmas)

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Raleigh-Durham

Fayetteville-Eastern North Carolina

Channel 5

FULL POWER

Basic NBC
for
Eastern North Carolina

Airdate
December 15, 1956

1170 ft. Antenna

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CBS-TV Programming Dept. Announces Key Appointments

IN a realignment of personnel in CBS-TV's programming department, Hubbell Robinson Jr., executive vice president in charge of network programming, last week announced the appointments of Gilbert A. Ralston to the newly-created position of director of network programs, New York; William Morwood as executive producer, and Crandall Brown as story editor.

All three will report to Harry Ommerle, CBS-TV vice president in charge of network programs, New York.

Mr. Ralston joined CBS-TV in March 1955 as executive producer after five years as an independent producer and seven years with Procter & Gamble as a member of its radio department and later as executive producer of P&G Productions Inc. Mr. Morwood has been with CBS-TV as story editor since March 1956 and previously was eastern story editor of MCA. Mr. Brown, who replaces Mr. Morwood, has been associated with Loew's-MGM in New York and Hollywood for several years as both assistant and associate story editor.

Newsmen Quit Siberian Tour Because 'Liberty' Curtailed

DESPITE the Soviet Union's proclaimed liberalization of rules for foreign correspondents, CBS News announced that its correspondent, Daniel Schorr, as well as *New York Times* staffer Wells Hangen and AP correspondent Stanley Johnson, had quit a Soviet Foreign Ministry-arranged tour of Novosibirsk, Siberia, "in protest against the limitation" on their work.

Mr. Schorr reported that the action, unanimous with all three Americans, had taken place on the weekend of Aug. 25-26. He noted that the three American reporters were the only non-communists in a group of 14 correspondents on the tour. Mr. Schorr said the U. S. newsmen decided to quit the tour and return to Moscow after the Foreign Ministry ruled that cities were out of bounds and also curtailed the itinerary. The Foreign Ministry claimed there was a lack of hotel accommodations in cities, but Mr. Schorr pointed out that "we had said we'd be willing to sleep in haystacks, if necessary."

During the tour of Siberia, Mr. Schorr reported, "we saw a television station being built behind a barbed-wire enclosure overlooked by guard towers and were told a hundred workers, laboring there, were the last remnants of Siberia's compulsory labor force."

Keystone Adds 11

ADDITION of 11 new affiliates has been announced by Keystone Broadcasting System, which now claims 907 station clients for its transcription service. Stations announced by Blanche Stein, KBS station relations director, are KTML Marked Tree, Ark.; WMGE Madison, Ga.; KBTO El Dorado, Kan.; KLEC Jonesville, La.; KWRT Boonville, Mo.; WFLR Dundee, N. Y.; WMMH Marshall, N. C.; WDSC Dillon and WTND Orangeburg, both S. C.; KERB Kermit, Tex., and WBOF Virginia Beach, Va.

Rodgers-Hammerstein Team To Produce Musical for Tv

MUSICAL collaborators Richard Rodgers and Oscar Hammerstein II will write, compose and produce a 90-minute musical, "Cinderella," for CBS-TV, the first such original tv work for the team.

According to Hubbell Robinson Jr., executive vice president in charge of programs for CBS-TV, "Cinderella" will be slated for telecast in February. The time slot has not been announced, but it was believed the program would be programmed in color in the late afternoon or early evening because of Julie Andrews' commitments to "My Fair Lady," the current hit musical on Broadway. Miss Andrews is scheduled to appear in "Cinderella."

Messrs. Rodgers and Hammerstein reportedly will write about six songs for the production. "Cinderella," it was observed, would fulfill the writing team's desire of producing a tv original that also would be of interest to children.

KSIX-TV to Be CBS Outlet

KSIX-TV Corpus Christi, Tex., will join CBS-TV as an interconnected primary affiliate on or about Sept. 30, Herbert V. Akerberg, CBS-TV stations relations vice president, announced last week. The station, which will operate on ch. 10, is owned by K-Six Television Inc., Corpus Christi. Vann M. Kennedy is president of the station, which is now in final stages of construction.

If the Roof Tops of those who view KJEO-TV most were painted Red....

Central California would look like this!

*From KJEO's sign-on to sign-off, Channel 47 has more first place quarter hours than any other station. At night, KJEO has more first positions than the other two stations combined . . . you get greater results for your money in Central California . . . when you invest your advertising dollars on KJEO-TV.

***June and July, 1956 ARB**

KJEO-TV CHANNEL 47

O'Neill Broadcasting Company

P. O. BOX 1708, FRESNO, CALIFORNIA

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

ANTENNA HEIGHT . . . . 4400 FT. *Above the Valley Floor*

178,000 TV HOMES

YOU can use "Operation Snowflake" to **sell radio and television time** in November and December

WHAT'S IT ALL ABOUT?

"Operation Snowflake" is a successful, proven promotion designed to boost the sale of major appliances as Christmas gifts. Last year, "Snowflake" created more tie-in advertising than any other promotion in recent advertising history. Again this year the promotion slogan, "Make it a White Christmas . . . Give her a Major Appliance," will be advertised from coast-to-coast. And, thousands of major appliance manufacturers, distributors, retailers, banks and utilities will tie-in with the "Snowflake" sales drive.

WHAT'S U.S. STEEL DOING?

U. S. Steel will sell the theme, "Make it a White Christmas," in 2000 commercials on powerhouse radio stations covering 85% of the country's population. It will feature the promotion in 6 commercials on TV's United States Steel Hour. And it will run "Snowflake" ads in over 300 newspapers reaching major markets. U. S. Steel will tell 110 major appliance manufacturers, 2400 distributors, 12,000 retailers (Snowflakers in '55), 2400 banks and 2500 utilities about "Operation Snowflake," and provide them with point-of-sale materials.

WHAT CAN RADIO AND TELEVISION STATIONS DO TO CASH IN?

First, send for an "Operation Snowflake" Radio and Television Portfolio. Read the complete story on this outstanding promotion. Then make calls on major appliance manufacturers, distributors, retailers, banks and utilities in your area. Explain what U. S. Steel is doing to boost the sale of appliances. Then show how they can profitably tie-in by using radio or television commercials.

FOR TV . . . A SPECIAL SALES PORTFOLIO.

To help your salesmen, six "Snowflake" folders have been included in each portfolio. The folders explain the "Snowflake" promotion and point out the value of TV commercials for local tie-in advertising. U. S. Steel has produced four slide commercials for use by your customers. Illustrations of the slides, along with scripts, are included in the folder. A free set of slides for station use are contained in the portfolio. U. S. Steel will support the efforts of local TV advertisers with "Snowflake" commercials on the United States Steel Hour during November and December.

FOR RADIO . . . A SPECIAL SALES PORTFOLIO.

The portfolio contains suggested radio scripts and six folders which your salesmen can use to spell out to your customers what U. S. Steel is doing to boost appliance sales—and how radio spots fit into the customers' "Snowflake" tie-in plans. Also included is a transcription of a special sound effect that will clinch sales for you! It's the same musical effect which will be used to introduce all 2000 U. S. Steel "Snowflake" radio spots between November 26 and December 9. Just as the now famous "Snowflake" is used as a visual symbol, this musical effect will be the sound that quickly identifies the message, "Make it a White Christmas . . . Give her a Major Appliance." Local advertisers can use this *same* musical transcription in their own radio commercials to cash in on U. S. Steel's saturation coverage and direct customers to *their* stores.

BT-9-10-6

Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

☐ **Please send me the free "Operation Snowflake" Radio Portfolio**

☐ **Please send me the free "Operation Snowflake" Television Portfolio**

Name .....

Station .....

Address .....

City ..... **State** .....

UNITED STATES STEEL USS

WAGM-TV to Join CBS-TV

WAGM-TV Presque Isle, Me. (ch. 8), will join CBS-TV under the extended market plan as a non-interconnected station on or about Sept. 15, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WAGM-TV is owned and operated by the Aroostook Broadcasting Corp., of which Harold D. Glidden is general manager.

NETWORK PEOPLE

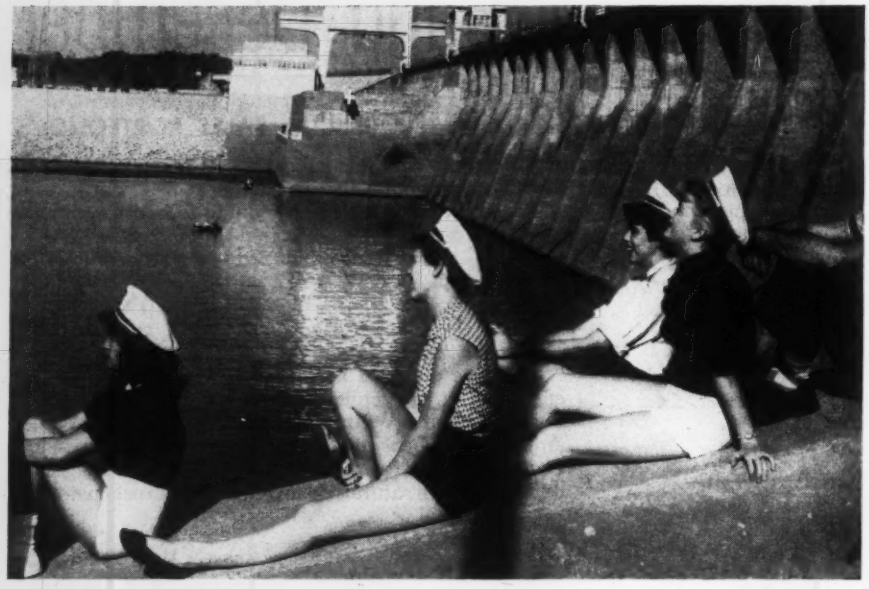
Richard McDonough, NBC-TV director, assigned to direction of *The George Gobel Show,* beginning its third season on NBC-TV Oct 6. He replaces **Alan Yorkin** following latter's assignment as producer-director for Tennessee Ernie Ford's upcoming evening show on NBC-TV.

E. D. Leshin, CBS-TV producer, named film program production manager for CBS-TV network programs, Hollywood.

John Howard, publicist at CBS-TV Hollywood, father of girl Sept. 1.

NETWORK SHORT

ABC press-publicity department moved to new building at 38 W. 66th St., N. Y. facing ABC's headquarters at 7 W. 66th St.



Showmanship with that KENTUCKY FLAIR!

Never mind the girls — the *important* view is this "bottom" of Kentucky Lake — the *world's largest man-made lake,* and Kentucky's newest, most glamorous playground!

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! 2,437,000 people are served by WAVE-TV in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs *and your commercials* sell!

Let NBC Spot Sales give you all the facts!

**Metropolitan ARB, March, 1956*
**ARB Louisville, Feb., 1956*

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

NBC SPOT SALES
Exclusive National Representatives

GOP Sets Radio-Tv Hookup For Eisenhower Sept. 19

PRESIDENT EISENHOWER will make at least four political addresses this month, he disclosed Wednesday at his news conference, two of them dealing with the farm problem. His first talk is scheduled Wednesday during a Republican rally at Gettysburg, Pa. It was offered to radio-tv networks.

The President will deliver a major talk from Washington Sept. 19 over a radio-tv hookup bought by the Republican National Committee. The talk will outline his broad campaign plans and will be followed by four or five major talks on committee time.

At Newton, Iowa, Sept. 21 the President will make a speech, not a major address. He will talk with farm leaders. Adlai E. Stevenson, Democratic Presidential nominee, will speak Sept. 22 at Newton, site of a national plowing contest. About a week later President Eisenhower will make his second major radio-tv address in an unannounced city, again covering the farm problem.

Richard Nixon, vice presidential nominee on the Republican ticket, was heard by tape recording Thursday on Don Lee network. Mr. Nixon was picked up from the American Legion convention in Los Angeles.

Radio-Tv Open Stevenson Bid

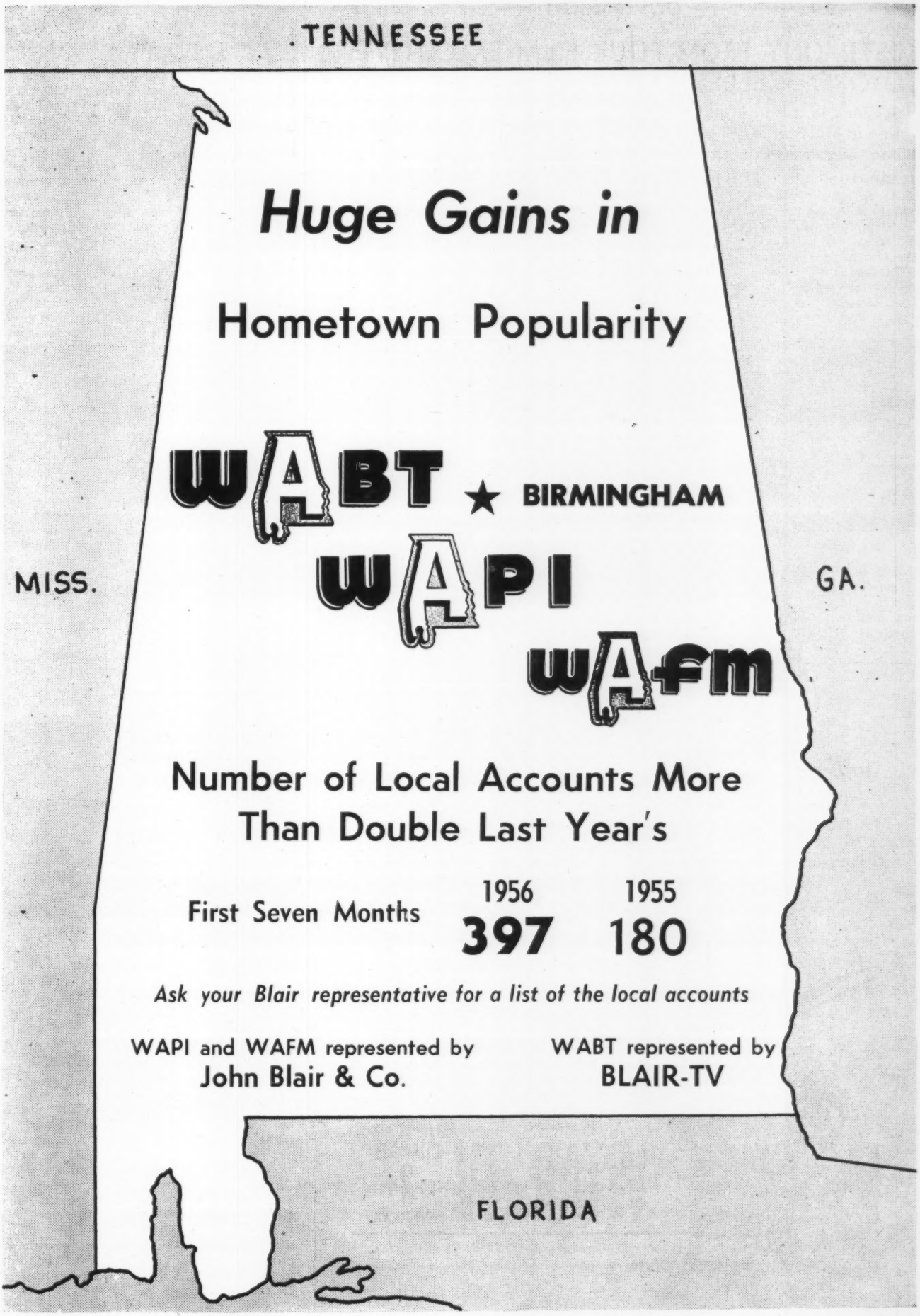
FORMAL opening of the Democratic presidential campaign is set for Thursday when presidential nominee Adlai Stevenson speaks from Harrisburg, Pa., over the seven major radio and tv networks (9:30-10 p.m. EDT). The time was purchased by the Democratic National Committee through Norman, Craig & Kummel, New York.

GOP Sweeps WCCO Poll

FINAL returns in the Political Straw Vote taken by WCCO Minneapolis-St. Paul at the state fair which ended last week [B•T Sept. 3] returned the Presidency to Dwight D. Eisenhower. He polled 12,556 votes to 6,562 counted for Adlai E. Stevenson. In the state gubernatorial contest Ancher Nelsen, Republican candidate, polled 11,320 and Gov. Orville Freeman, Democratic incumbent, 6,590. All 87 Minnesota counties were represented in the balloting.

Turnabout

CITY-OWNED WNYC New York appeared last week to have weathered its first crisis of the young political season. After an appearance by Democratic State Chairman Michael H. Prendergast on WNYC's *Campus Press Conference,* Republican State Chairman L. Judson Morhouse had charged that the station was used to enable Mr. Prendergast to boom Mayor Robert F. Wagner for the U. S. Senate. Seymour N. Siegel, director of WNYC, retorted that the charge was irresponsible, and invited Mr. Morhouse to appear on *Campus Press Conference* himself. Apparently mollified, Mr. Morhouse accepted the offer and issued a statement saying he hoped WNYC would continue to be as nonpartisan as Mr. Siegel said it was.


TENNESSEE
Huge Gains in
Hometown Popularity
WABT ★ BIRMINGHAM
WAPI
WAFM
MISS.
GA.
Number of Local Accounts More
Than Double Last Year's
First Seven Months
1956
397
1955
180
Ask your Blair representative for a list of the local accounts
WAPI and WAFM represented by
John Blair & Co.
WABT represented by
BLAIR-TV
FLORIDA

TESTIMONY FROM FOUR FILM EXECUTIVES TO OPEN CELLER HEARINGS IN NEW YORK

Sessions to probe alleged monopoly in tv industry open Thursday. Lineup of witnesses for first two days definitely set. Tv network presidents expected to appear later this month.

HEARINGS by the House Antitrust Subcommittee on alleged monopoly in the television industry will begin in New York this Thursday, Rep. Emanuel Celler (D-N. Y.), chairman, said last week. The hearings earlier had been scheduled to start Wednesday.

Witnesses for the first two days—Thursday and Friday—were announced by the New York Democrat last week, with sessions to begin at 10 a.m. each day in Room 110 in the Federal Building at Foley Square. They are:

Thursday—Ralph M. Cohn, vice president-general manager, Screen Gems Inc.; John L. Sinn, president, Ziv Television Programs Inc.; Harold H. Hackett, president, Official Films Inc.; Michael M. Sillerman, executive vice president, Television Programs of America Inc.

Friday—Victor Hansen, assistant attorney general, Antitrust Div., Justice Dept.; John G. Johnson, general manager, WTOB-TV Winston-Salem, N. C., chairman, Uhf Industry Coordinating Committee.

Although the dates for their appearances have not been announced, the tv network presidents are expected to testify at later sessions this month, as are representatives of other segments of the tv broadcast industry.

The ten days of hearings in New York, according to presently announced plans, will run from Monday through Friday next week (Sept. 17-21) and Monday through Wednesday the week after (Sept. 24-26).

MR. COHN

MR. SINN

MR. HACKETT

MR. SILLERMAN

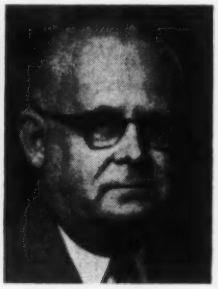
Rep. Celler said last week his subcommittee will go into "current industry practices": relationships between the tv networks and their affiliates, including the terms and conditions of network affiliation contracts; relationships between the tv networks and independent film producers and syndicators and between networks and the FCC; arrangements between the tv networks and program talent; problems of tv station operators, and extent and amount of any discounts afforded network advertisers.

In preparation for hearings this week, Rep. Celler held a secret session with network executives in New York Aug. 30 in which networks were told to produce every contract involving talent, station affiliations, program production and sponsorship and that failure to do so will mean citation for contempt of Congress [CLOSED CIRCUIT, Sept. 3]. The networks had refused to supply these "trade secrets" voluntarily and it was understood the subcommittee will subpoena the material, with the chance that networks will appeal to the courts to prevent disclosure of information used competitively.

The subcommittee, as additional material for the New York hearings, has asked FCC members for access to their personal files dating back to 1950 on all correspondence between commissioners and persons interested in radio, tv and communications, and has asked NARTB to furnish all accounts from 1950 to date on attendance by FCC members at NARTB annual or district meetings and amounts paid for hotels, meals, entertainment, etc. [B•T, Aug. 13].

The House group already has held hearings on the Westinghouse Broadcasting Co.-NBC radio-tv stations "swap" in Philadelphia and Cleveland [B•T, July 2, March 5], now under investigation by a federal grand jury in Philadelphia following a probe by the Justice Dept.'s Antitrust Div. At another session, with the FCC, the subcommittee revealed confidential figures supplied by the tv networks to the FCC on their 1955 financial operations [B•T, July 23, 16].

MR. JOHNSON



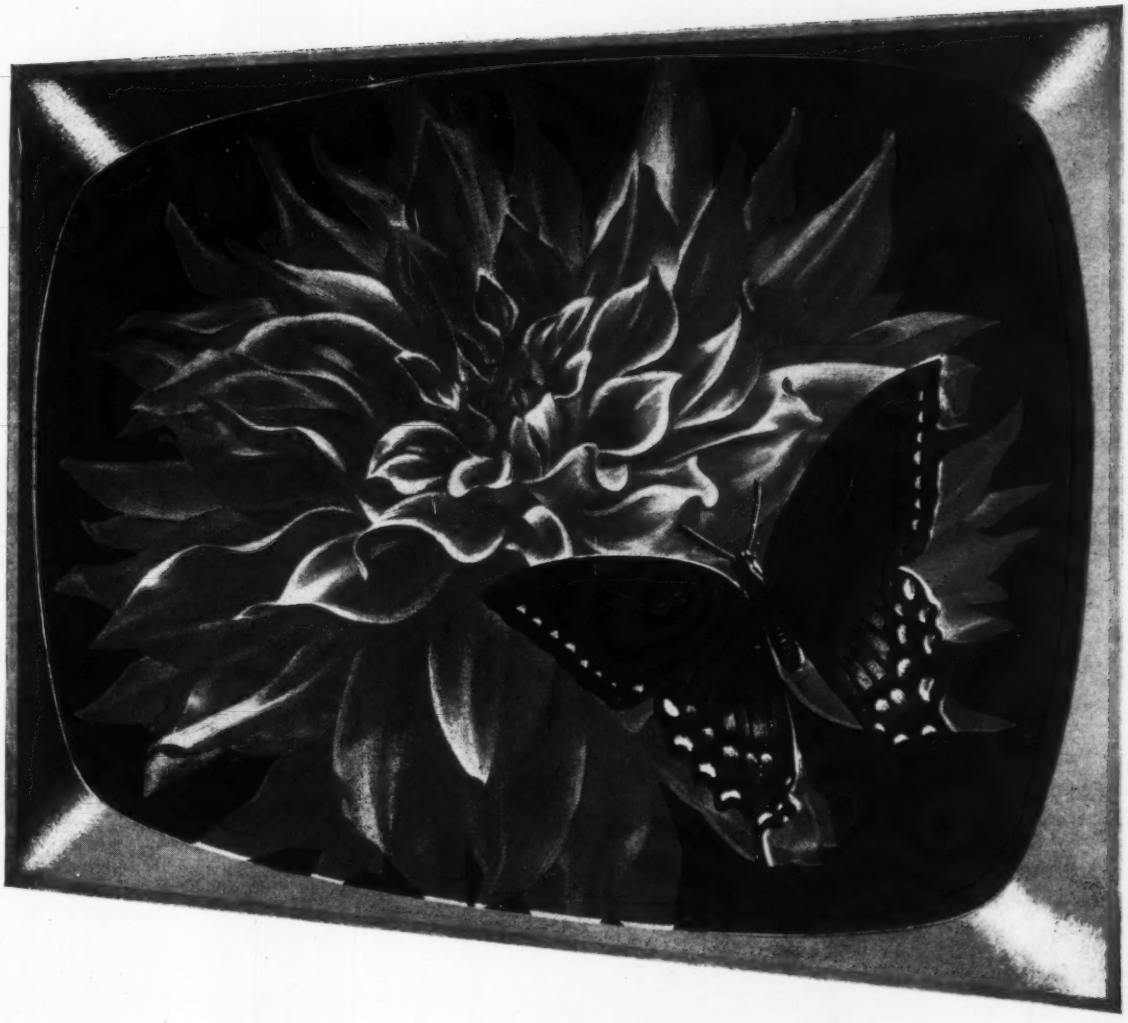
MR. HANSEN

Philadelphia Stations Plead Not Guilty in Antitrust Case

TEN Philadelphia radio stations and nine of their officers, members of the Philadelphia Radio & Television Broadcasters Assn., pleaded not guilty Wednesday to criminal charges of violating the antitrust laws. Appearing in U. S. District Court there they were formally arraigned on the criminal counts before Judge George A. Welsh.

The defendants have 10 days to file petitions with the court. William Mahr, government prosecutor, said the government would be ready to proceed to trial three or four weeks later. Defendants are under $1,000 bail.

"Strict control" of radio advertising rates



True color... high definition

yours with GPL's 3-Vidicon Color Film Chain

Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

GPL

General Precision Laboratory Incorporated

63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.

Cable Address: PRELAB

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

in violation of the Sherman Act is charged by the government. In addition, civil papers have been served on the defendants.

Named as defendants are Independence Broadcasting Co. (WHAT) and William A. Banks, president-director; William Penn Broadcasting Co. (WPEN) and William B. Caskey, vice president; Pennsylvania Broadcasting Co. (WIP) and Benedict Gimbel Jr., president; L. M. C. Smith, d/b Franklin Broadcasting Co. (WFLN), and Raymond S. Green, general manager; Max M. Leon Inc. (WDAS) and Robert A. Klein, secretary; Seaboard Radio Broadcasting Corp. (WIBG) and John Mahoney, general manager; WJMJ Broadcasting Corp. and Patrick J. Stanton, president; WCAU Inc. and Donald W. Thornburgh, president; Westinghouse Broadcasting Co. and Robert Teter, former sales manager of KYW; Triangle Publications (WFIL).

INDUSTRY MEN TO FACE GORE COMMITTEE

Senate group studying election spending asks networks, NARTB to testify. They will be asked about time under contract and free time available for political broadcasts.

THE Senate Elections Subcommittee, headed by Sen. Albert Gore (D-Tenn.), has asked the three major radio-tv networks and NARTB to testify tomorrow at a two-day hearing in Washington on the costs of the coming campaigns.

In letters last week to ABC, CBS, NBC and NARTB, Sen. Gore said witnesses would be expected to supply information on political broadcast time under contract and the amount of free time available for political broadcasts.

The Gore requests to each network and NARTB said the subcommittee feels "you can make a valuable contribution to the projected study, particularly in supplying information with respect to the amount of political broadcast time for which contracts already have been made, amount of free time available for political broadcasts, time charges, direct and indirect costs, political broadcasting policy and procedures and related matters."

The network representatives undoubtedly also will be asked to comment on the various bills introduced in the 84th Congress on political broadcasting.

Requested to appear were ABC President Robert E. Kintner, CBS Inc. President Frank Stanton and CBS-TV President J. L. Van Volkenburg, NBC President Robert W. Sarnoff and NARTB President Harold E. Fellows.

John Moore, special subcommittee counsel, said Thursday, however, that at the networks' requests, CBS Inc. Vice President Richard S. Salant, the network's political and legislative expert, will appear for Dr. Stanton and Mr. Van Volkenburg; NBC Treasurer Joseph A. McDonald, head of the network's political broadcast unit, will testify in place of Mr. Sarnoff, and ABC Vice President Ernest Lee Jahncke, assistant to the president, will substitute for Mr. Kintner.

Other witnesses who have been asked to appear today include Democratic National Chairman Paul Butler, Republican National Chairman Leonard Hall and John Hay Whitney, chairman of the United Republican Finance Committee. Mr. Whitney, a brother-in-law of CBS Board Chairman William S. Paley, is senior partner in J. H. Whitney & Co., which owns 90% of KGUL-TV Galveston-Houston and KOTV (TV) Tulsa and has purchased WISH-AM-TV Indianapolis and WANE and WINT (TV) Fort Wayne, Ind., subject to FCC approval [B•T, Aug 27]. Messrs. Butler and Hall will be asked to supply information on their respective party finances.

In announcing the hearings, Sen. Gore said the Senate group would make its study during the campaigns rather than after elections as has heretofore been the case. The subcommittee was voted $150,000 for its studies shortly before the 84th Congress adjourned. Other members of the Senate unit are Sens. Mike Mansfield (D-Mont.) and Carl T. Curtis (R-Neb.). Sen. Gore said the subcommittee's "overall goal is to bring about remedial legislation I hope the committee will submit to Congress early next year."

USIA Director Appoints Poppele to Advisory Group

JACK R. POPPELE, former chief of the U. S. Information Agency's Broadcasting Division (Voice of America), has been appointed to the agency's Broadcast Advisory Committee, Theodore C. Streibert, USIA director, announced last week. The committee, members of which serve without salary, assists USIA in formulating recommendations for the government's world-wide information program.

Mr. Poppele, who headed VOA from May 1954 until his resignation last July to return to private work as a tv-radio management consultant, lives in South Orange, N. J. He served 30 years as chief engineer of WOR New York.

The Broadcast Advisory Committee holds its next quarterly meeting this Thursday and Friday in Washington. NBC Treasurer Joseph A.

Basketful of Results

. . . from **one 'Luther'** announcement!

limited availabilities

weekdays:

Sundial 6:30-10:00 a.m.

Lunchin' with Luther
12:30-1:30 p.m.

Ask the BRANHAM BOYS . . .

BEST BUY in the 79th MARKET

NBC AFFILIATE

CHATTANOOGA

WDEF Radio

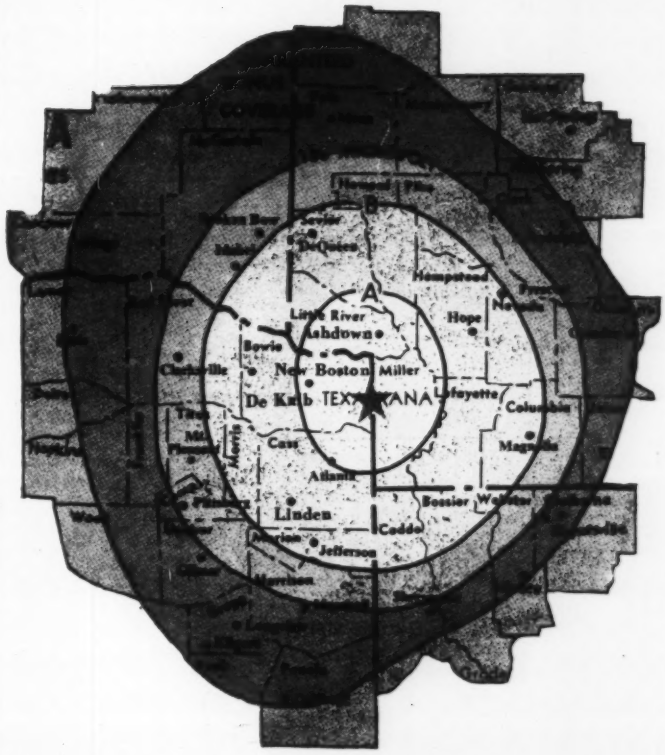
CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

The Market That Television Built . . .

TEXARKANA METROPOLITAN POPULATION
106,500

26 COUNTY AREA DOMINATED POPULATION
489,300

TOTAL COVERAGE AREA POPULATION
771,000
(Includes portions of 17 Additional Counties)



MAXIMUM POWER

CBS—ABC INTERCONNECTED

EQUIPPED TO TELECAST NETWORK COLOR

ESTABLISHED SERVICE
On-the-Air Over 3 Years

. . . and Keeps Prosperous and Growing

FULL POWER KCMC-TV HAS DONE A BIG JOB

- With 250 Hours per Month Sponsored Network Programs
- Spot Business from the Nation's Leading Advertisers

Ever Growing Potential Audience of Over 750,000

WITH RATINGS TO PROVE IT

58% TOTAL WEEKLY SHARE OF AUDIENCE **In 26 Counties**

First in Total Audience in 20 of the 26 Counties • First in Every Program Period Day & Night • More than Twice the Audience of the 2nd & 3rd Stations Combined
(Area Telepulse, January-February, 1956)

KCMC—TV

CHANNEL 6
Texarkana, Texas-Arkansas

Walter M. Windsor
General Manager

Richard M. Peters
Dir. Nat'l Sales and Promotion

Represented by Venard, Rintoul & McConnell, Inc.

TRANSLATOR GRANTS INITIATED BY FCC

First approvals to rebroadcast television channels made to Grant Television Booster Service Corp., Hawthorne, Nev., as well as to James R. Oliver, of Bishop, Calif.

FIRST translator grants were made by the FCC last week.

They were to Mt. Grant Television Booster Service Corp., Hawthorne, Nev., to rebroadcast ch. 4 KRON-TV San Francisco on ch. 70, and to James R. Oliver, Bishop, Calif. (KIBS Bishop), to rebroadcast the Los Angeles signals of ch. 2 KNXT (TV) on ch. 70 and of ch. 4 KRCA (TV) on ch. 73.

Mt. Grant will use 98 w effective radiated power from an eight-ft. antenna; Mr. Oliver 83 w from 30-ft. antennas for both operations. San Francisco is 230 miles from Hawthorne; Los Angeles is 225 miles from Bishop.

Pending FCC action are about 15 other applications for the "booster" type service which the FCC authorized early this summer to bring tv to remote areas. The move followed pressures for such an operation after the FCC clashed with half-dozen unlicensed booster stations established by local citizens in Washington and other northwest states.

In the unlicensed booster operation, distant signals which cannot be received adequately by individuals are amplified and rebroadcast on-channel into valley communities in the mountainous northwest area. The FCC brought action against a number of these, and won all but one hearing examiner's favorable initial decisions upholding the Commission's right to issue cease and desist orders. The first such order, against the Bridgeport, Wash., booster is on appeal in the U. S. Court of Appeals in Washington. At stake is the Commission's jurisdiction over the use of the air for radio transmissions.

There are believed to be about 100 "illegal" boosters in operation today.

The translator service was set up to permit a low cost, low powered, repeater station to be licensed by the FCC to serve communities where it was not feasible to establish a regular tv station. These stations are required to "translate" the received signal (whether vhf or uhf) to one of the top uhf channels.

Greater Costs Seen

Originally the costs for such repeaters were estimated at about $1,000, but it is understood that actually the expenditure is nearer $3,000.

Last month, Colorado Gov. Edwin C. Johnson, former chairman of the Senate Commerce Committee, threw the gauntlet down to the FCC by "authorizing" a Steamboat Springs, Colo., businessman to continue operating a booster without regard to the FCC. The Senate Commerce Committee numbers radio regulation among its duties.

In a letter to FCC Chairman George C. McConnaughey late last month, Gov. Johnson said that the booster on-channel system "works well in some of these small shadowed cities . . ." Citizens of these communities are all "hungry to have this modern miracle visit their homes." Gov. Johnson continued: "It really means more to them than to any other group of our people."

All methods short of the establishment of tv stations are still in the experimental stage, Gov. Johnson added. He said: "These mountain areas should be encouraged to do what they can to receive tv by means of the booster system. Such an experiment will prove valuable as a guide to the FCC. There is much to be learned about serving small communities."

Since then, it is understood, Gov. Johnson has "authorized" a second booster to operate from Estes Park, Colo.

Chairman McConnaughey's answer is due to be mailed to Gov. Johnson sometime this week, it was understood.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56).

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Buffalo, N. Y., ch. 7 (2-1-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

FCC 'Freezes' Applications In Two Deintermixture Areas

FURTHER ACTION which might make more difficult a transition to all-uhf in Elmira, N. Y., and Peoria, Ill., will be held in abeyance pending resolution of deintermixture proposals in those cities, the FCC indicated in two actions last week.

The Commission (Comr. Doerfer dissenting) said it was withholding action on four applications for ch. 9 at Elmira, pending the outcome of a proposal to delete that drop-in channel. Applicants are Tv Assoc. of Elmira Inc.; *Elmira Star-Gazette* (Gannett newspaper interests); Veterans Broadcasting Co., Rochester, N. Y. (WVET-TV, which shares time on ch. 10 there with WHEC-TV), and WTVE (TV) Elmira, which seeks a switch from ch. 24 to the vhf assignment.

Also temporarily "frozen" by the FCC (Comr. Doerfer again dissenting) was an application for a transmitter-site change filed by ch. 4 WHBF-TV Rock Island, Ill. WHBF-TV, which is seeking attendant power and antenna height increases, proposes a site closer to Peoria, Ill., another target for deintermixture. The Commission found that WHBF-TV's proposed operation would put a Grade B vhf signal into Peoria, presently all uhf (operating ch. 19 WTVK [TV] and ch. 43 WEEK-TV). WIRL-TV last June received a "conditional" grant for Peoria ch. 8 whereby construction of the station is prohibited until deintermixture proposals are resolved for that city.

KEAR SALE AMONG SIX FCC APPROVALS

BY a 5 to 2 vote, the FCC last week approved the $500,000 sale of KEAR San Francisco from S. A. Cisler to broadcaster David M. Segal [B•T, June 25]. Comrs. Robert T. Bartley and Robert E. Lee voted to send a McFarland Letter indicating the necessity of a hearing.

The FCC also approved the sale of Mr. Cisler's KXXL Monterey, Calif., to Pacific Ventures Inc. Other sales approved were WFPG Atlantic City; KWBU Corpus Christi, Tex.; WBAC Cleveland, Tenn., and KWG Stockton, Calif.

KEAR (1550 kc, 10 kw) was forced off the air a few months ago when the U. S. Treasury Dept. padlocked the station for non-payment of $19,000 in taxes [B•T June 4], but resumed operation following the sale to Mr. Segal, who advanced monies to pay off the lien. An attempt to block the sale was made on behalf of KEAR preferred stockholders, but Mr. Cisler sold the station while efforts were being made to present him with a court restraining order [B•T, July 2].

Mr. Segal is president of Mid-America Broadcasting Co. (KOSI Denver, Colo.; WGVM Greenville, Miss., and KLEE Ottumwa, Iowa). Mr. Segal told B•T he plans to change the station call letters to KOBY, with new studios in the Belleview Hotel in downtown San Francisco. The station will be managed by William Brown, Mid-America veteran, and will get underway on about Oct. 1 with an entirely new staff and personalities, Mr. Segal said.

WFPG was sold by Neptune Broadcasting Corp. to Jerome Sill for $150,000. Mr. Sill has been associated with WMIL Milwaukee. CBS-affiliated WFPG operates on 1450 kc with 250 w.

Other Approvals

KWBU was sold by The Baptist General Convention of Texas to Broadcasters' Inc. for $150,000. Broadcasters' Inc. principals are Frances C. Gaguine (22.5%), wife of Washington attorney Benito Gaguine; Cresslenn Oil Co. (16.87%); Harry H. Hayes (11.25%), present manager of KWBU; Ben F. Vaughan Jr. (11.25%), and others, none of which hold over 6%. The sale approval was conditioned to any action Commission may take in the long-waged 1030 kc, frequency dispute between ABC (WJZ New York) and KOB Albuquerque. KWBU operates independently on 1030 kc with 50 kw. KOB, currently operating on 770 kc, has been battling for the 1030 kc frequency for over a decade.

Multiple station owner Robert W. Rounsaville sold WBAC to Fitch & Kile Inc. for $150,000. Fitch & Kile principals are equal owners Thad F. Fitch, general manager of WBAC, and Walter T. Kile, automobile interests. WBAC, 250 w outlet operating on 1340 kc, is affiliated with MBS.

KXXL sold for $110,000. Pacific Ventures principals are Norman H. Biltz (20.98%); Joseph W. Baldecchi, William J. Cashill, Marsh Johnson, Ruth M. Nelson and Clayton E. Helgren (all holding 7.87%); Dollar Associates Inc. (9.20%), and others. Independent KXXL operates on 630 kc with 1 kw.

KWG was sold by James E. Longe and Lewis B. Saslaw to Western Broadcasting Co. for $85,000. Western principals are equal owners Douglas D. Kahle, owner of KWIN Ashland, Ore., and businessman Robert J. Ramsey. ABC-affiliated KWG operates on 1230 kc with 250 w.

WCTV

CHANNEL 6 · 100,000 WATTS

THOMASVILLE–TALLAHASSEE

GEORGIA FLORIDA

announces the appointment of

as exclusive national representative

Effective immediately

WCTV is affilated with

CBS, NBC and ABC Television Networks

Owned and operated by

JOHN H. PHIPPS BROADCASTING STATIONS

COURT RETURNS WSPA-TV CASE TO FCC

Commission erred in affirming transmitter move to Paris Mt., Appeals Court rules.

THE U. S. Court of Appeals last Thursday told the FCC it erred in affirming its authorization for ch. 7 WSPA-TV Spartanburg, S. C., to move its transmitter from Hogback Mt. to Paris Mt., near Greenville, S. C.

In a unanimous ruling, written by Circuit Judge David L. Bazelon, the FCC was told that it should have received engineering evidence and that WSPA-TV committed misrepresentations.

The engineering data purported to show that several hundred thousand people who would have received service from Hogback Mt. do not receive such service from Paris Mt.

The misrepresentation reference was to the charge that WSPA-TV had planned to operate permanently from the Paris Mt. site although it had asked originally for temporary authority.

An immediate question arose as to whether the FCC must order WSPA-TV off the air. The consensus was that the Commission's discretion on this point had been pretty well established in the Rochester, N. Y., "Federal" case and in the Providence, R. I., "Channel 16 of R. I." case. Also, the last Congress specifically revised the protest rule to give the FCC this discretion pending the outcome of protest hearing. Previously it was mandatory for the FCC to stay a grant made without a hearing when a protest was filed and accepted.

The Rochester case involved the question of whether ch. 10 sharetime stations WHEC-TV and WVET-TV Rochester must be ordered off the air after WSAY Rochester won a court ruling reguiring the FCC to accept its protest against that grant. A similar situation involved ch. 12 WPRO-TV Providence, R. I., under attack by WNET (TV) same city.

In both cases the FCC refused to stay the grant, after the courts had ordered hearings on protests. Both stations were already operating.

The three-year-old Spartanburg litigation was instituted by ch. 23 WGVL (TV) Greenville, S. C., and ch. 40 WAIM-TV Anderson, S. C. WGVL is now dark. WAIM-TV went off the air shortly after WSPA-TV began operating April 29, but resumed a month later with ABC affiliation. WAIM-TV had been affiliated with CBS, but WSPA-TV is now that network's affiliate in the Spartanburg-Greenville area.

One of the basic charges by the uhf stations was that WSPA-TV moved from Hogback Mt. to Paris Mt. in order to secure the CBS affiliation. Hogback, it was alleged, would overlap CBS-affiliate WBTV (TV) Charlotte, N. C.

Originally, WSPA-TV asked for temporary authority to operate from Paris Mt. After the uhf stations gained a stay order from the appeals court, it asked for a permanent modification order from the FCC. This was granted in 1954. The uhf stations protested and went to court when the FCC refused them a hearing. The court reversed the FCC, and earlier this year a hearing was held before FCC Chief Examiner James B. Cunningham. Mr. Cunningham recommended affirming the FCC's modification grant and this was made final by the FCC last spring. The uhf stations appealed this decision on the ground that they had not received a fair hearing. Among their allegations was that the FCC had refused to consider certain population figures deduced from the tv propagation curves and also that WSPA-TV had misrepresented the facts when it asked for a temporary permit to operate from Paris Mt.

Judge Bazelon's decision, concurred in by Chief Circuit Judge Henry W. Edgerton and Judge Charles Fahy, took the Commission to task for refusing to accept figures, based on propagation curves, which allegedly showed that the move from Hogback to Paris Mt. would deprive more than 200,000 people of ch. 7 service. Alluding to the Commission's decision which questioned whether population could be ascertained from its propagation curves, Judge Bazelon declared:

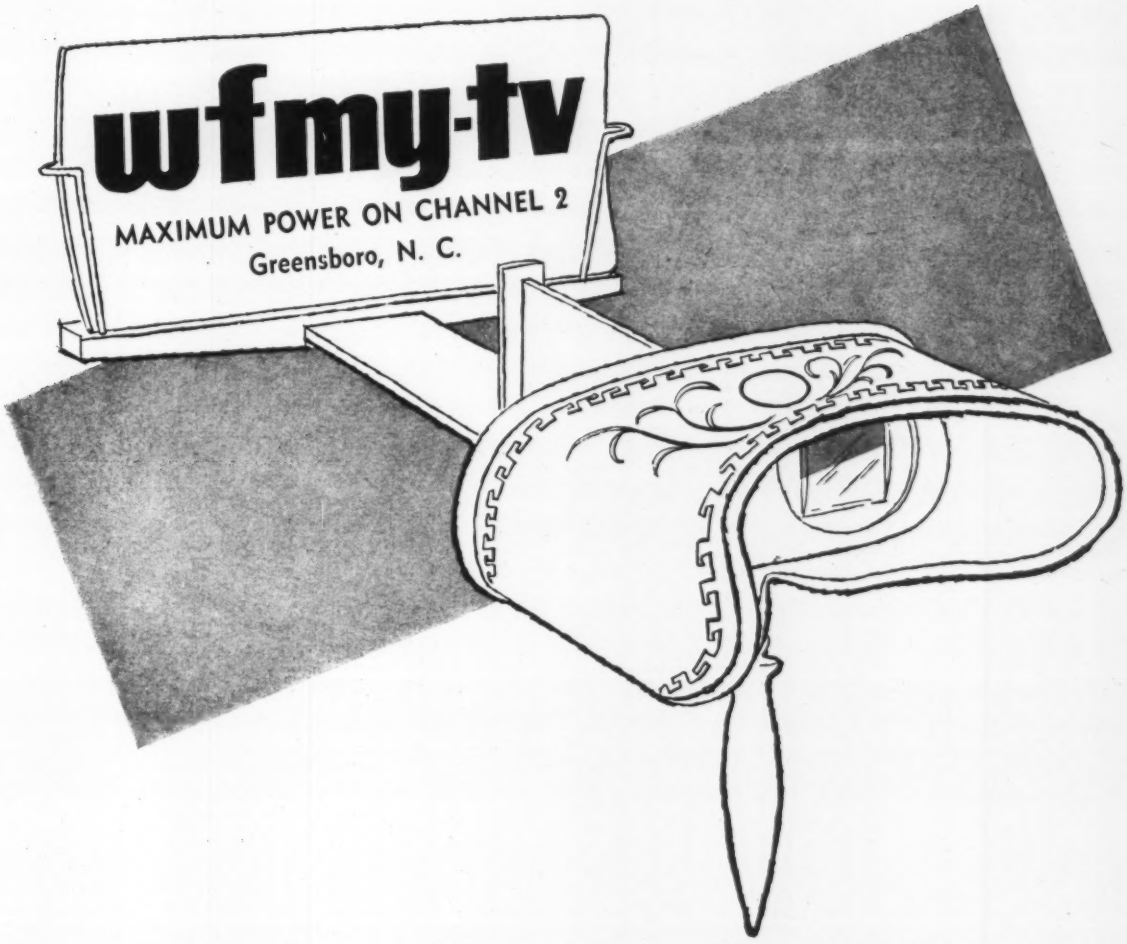
"We are thus presented with an anomalous record. If the Commission has found the facts as stated, appellants are entitled to a reversal. If the Commission has not found the facts, it would appear that it expects us to exercise that function in its stead. That we may not do. To resolve the anomaly, we read the Commission's decision as a refusal to make findings from the propagation curves. Thus read, the issue before us is whether that refusal was arbitrary and unreasonable.

"Though compelled to admit that the contours relied on by appellants are accurate *as a matter of high statistical probability*, the Commission asserts that they have not been demonstrated to be *actually* accurate and, therefore, should be rejected as a basis for findings. The Commission's view is erroneous. The law does not always insist upon proof that a thing is *necessarily* so. It is accustomed to rely upon probabilities. No better analogy is required than the acceptance of mortality tables to prove life expectancy . . ."

Judge Bazelon continued: "A fallacy of this argument [that it is proper to use the curves as the basis for a nationwide table of allocations but not as an index for the coverage of a specific station] . . . is that a general rule is not rendered inapplicable merely by a *possibility* that the specific situation varies from the norm." He then referred to the FCC's use of these curves to measure population in the Clarksburg, W. Va., case and in order to justify the allocation of ch. 10 to Vail Mills, N. Y. The FCC also used these curves in an earlier stage in the WSPA-TV case to justify its finding that the transmitter location change would not constitute economic peril to the uhf stations, he wrote.

"For the Commission to deprive appellants of the propagation curves as a tool to measure coverage, while approving its own use of the curves as 'an attempt to make a rough judgment as to future economic loss', is arbitrary and capricious," Judge Bazelon concluded.

Judge Bazelon held that it was misrepresentation "for Spartan [Spartan Radiocasting Co., licensee of WSPA-TV] to assure the Commission that its intention was to locate its permanent transmitter on Hogback if, in fact, there was no fixed intention, but rather complete indecision whether or not it would do so." He stated that based on the Commission's findings "only one conclusion is possible—that Spartan concealed from the Commission, and by clear implication, misrepresented material facts concerning its proposal . . . Spartan's misrepresentation was calculated, deliberate and not insignificant, but whether the Commission should, on that account, place less reliance on Spartan as a licensee is a question which should be decided in the first instance by the Commission itself."



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Of increased sales and profits in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. No matter how you look at it — *there's no station or group of stations* that gives complete coverage of this fabulous market as does WFMY-TV

50 prosperous counties • 2 million population
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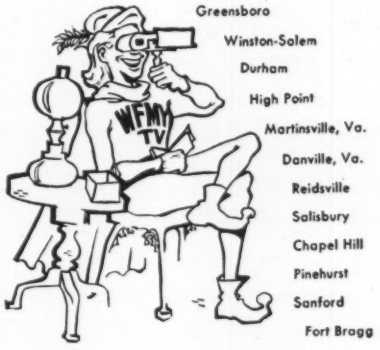
Call your H-R-P man today.



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Basic CBS
Since 1949

Consulting Engineers Get FCC Uhf, Vhf Data

A COMMITTEE of consulting engineers was working this week on a study of basic technical data released to committee members last Thursday by the FCC. This data was used by FCC engineers to prepare the formulas for uhf and vhf coverage computations announced in the engineering appendix to the FCC's June 26 allocations report.

Release of this foundation data was made at a meeting between FCC technical executives and a committee of the Assn. of Federal Consulting Engineers on Thursday. FCC Comr. T. A. M. Craven headed the FCC group and Stuart L. Bailey, the AFCE group.

The meeting took place after murmurs began to be heard from engineers that the formulas for estimating coverage—required in the specific deintermixture proposed cases—were based on data not available to the industry. The AFCE submitted a formal request for this information a few weeks ago. Last week's meeting resulted.

The AFCE committee was requested to advise the FCC by Sept. 15 of its findings regarding the basic data. It is understood two subcommittees were at work on this analysis over the weekend, and that the full committee was scheduled to meet today (Monday).

Because of the engineering "anomalies," the FCC two weeks ago postponed the deadline for comments in the 13 proposed un-mixing cases to Nov. 15. They had been required by Sept. 10 originally.

A corollary to the question of the validity of the engineering formulas and basic data was the legal standing of using them for submitting comments in the demixing cases. Other basic data and curves are included in the tv rules. There were hints in some quarters that a rule-making procedure might become necessary to legalize the technical changes in order to prevent any legal question to be raised as to the Commission's right to deintermix a market.

Attending the meeting at the FCC last Thursday were the following:

AFCE, in addition to Mr. Bailey: George C. Davis, vice chairman; John Creutz, Ronald Culver, Frank G. Kear, James C. McNary, Andrew D. Ring, with Everett L. Dillard, president of AFCE, as *ex-officio* member. Also present at the meeting as observers were Raymond F. Guy and William Duttera, NBC; James D. Parker, CBS, and Clure Owens, ABC.

FCC, in addition to Comr. Craven: Virgil R. Simpson, William C. Boese, John Taff, Edward W. Chapin, Office of the Chief Engineer; James E. Barr and Hart Cowperthwait, Broadcast Bureau.

An $899,481,000 Buying Power Market!

MORE AUDIENCE

than any other TV station in the rich heart of Louisiana

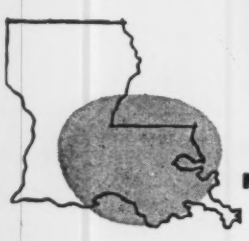
FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)

WBRZ rated highest in 125 quarter hours out of 149.

FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)

WBRZ rating Tops All Others Combined!

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.



WBRZ Channel 2

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

KITE Agrees to Withdraw Protest Against KTSA Sale

AGREEMENT has been reached resulting in KITE San Antonio, Tex., withdrawing its protest against the sale of KTSA San Antonio from O. R. Mitchell Motor Co. to McLendon Investment Corp. (Gordon and Barton McLendon).

Withdrawal of the protest was submitted to the FCC last Wednesday. Associated with the withdrawal was the agreement which binds McLendon to pay KITE $1,500 as damages for infringement of copyright and as "partial damages." It is understood that the McLendons were charged with using a promotional approach for their KLIF Dallas which had been developed by KITE. McLendon also agreed to cease using this matter.

The agreement declared that some of the protest charges and counter-charges were based on misunderstandings and the knowledge that certain evidence could not be legally presented in an FCC hearing. It also provided for a $10,000 "fine" if either of the parties should publicize the agreement on their respective stations if either institutes a suit for damages against the other.

McLendon bought KTSA from the Mitchell company for $306,000 last spring. The FCC approved the transfer last May, but this was stayed when KITE filed a protest against the sale. KITE claimed that operation of KTSA by McLendon would put KITE in an unfair economic position. It alluded to KTSA as the eighth Noemac (James Noe-Gordon McLendon) station and declared that with its enhanced purchasing power, KTSA would be in a better position to compete unfairly. It also attacked what it called KTSA's new programming practices.

When the FCC stayed the KTSA sale approval, it ordered McLendon to return the station to the Mitchell company. Two weeks ago the FCC, it was understood, relented and agreed to permit the station to remain in McLendon's hands pending the outcome of the protest hearing [B•T, Sept. 3]. This hearing is scheduled to begin today (Monday) but presumably will have been cancelled following the withdrawal statement.

On Friday, the FCC announced its decision to postpone the effectiveness of its June 27 stay pending the outcome of the protest hearing and leaving the operation of KTSA in McLendon's hands.

Radio Success Story: NIGHTBEAT

This month, Atlanta's most exciting radio show enters its second year.

Nightbeat. In it time buyers have found a terrific mover of goods and services—at the economy afforded only by *good* radio.

Nightbeat. In it listeners have found a strangely compelling attraction that has built a sustained radio audience of mass proportions.

Nightbeat is Atlanta by night. The news, the tragedy, the frivolity, the life of a great city reported by a roaming WSB Radio staff, and fitted into a framework of wonderful music.

Originally a 2-hour show, Nightbeat now is programmed from 9:30 p.m. to 1:00 a.m., Monday through Friday. Now, more advertisers can share the success of Nightbeat. Contact Petry for information and availabilities.

• • • • •

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. Representatives are Edw. Petry & Co. NBC Affiliate.

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

Ams for Portland, Spokane Among New Station Grants

FIVE new am outlets were authorized by the FCC last week. Construction permits awarded were:

Fry, Ariz.—Carleton W. Morris granted 1420 kc, 1 kw daytime. Mr. Morris is owner of KSUN Bisbee, Ariz., and KAWT Douglas, Ariz.

Portland, Ore.—James R. Roberts granted 1010 kc, 1 kw daytime. Mr. Roberts has had engineering training. His parents, Cecil W. and Jane A. Roberts, own KREI Farmington, KBIA Columbia, KCHI Chillicothe, all Mo., WINI Murphysboro, Ill., and KCRB Chanute, Kan.

Warwick, R. I.—West Shore Broadcasting Co. granted 1590 kc, 1 kw daytime. Principals are David L. Stackhouse and his sister, Anna F. Stackhouse, joint owners of 50% of outstanding stock, and Mr. and Mrs. James C. Coffey, joint owners of remaining 50%. All principals have real estate interests.

Spokane, Wash.—Robert D. and Martha M. Rapp granted 1380 kc, 5 kw daytime. Mr. Rapp is a former Air Force communications officer and has been serving as general manager of KBIA Columbia, Mo.

Walla Walla, Wash.—Leader Broadcasting Co. granted 1540 kc, 1 kw daytime. Principals include Arch Le Roux (70%), free-lance announcer, producer; La Salle Le Roux (15%), sporting goods interest, and Dale Issenhuth (15%), president of the board and 30% owner of Superior Plastics Corp., manufacturer of electronics parts.

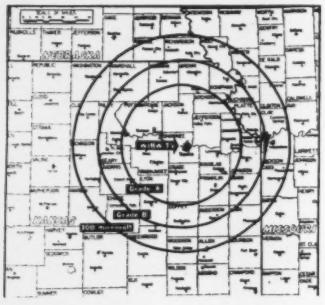
MAXIMUM POWER

WIBW-TV is now operating on the top limits of power allowed by the FCC—a smashing 316,000 watts.

MAXIMUM HEIGHT

Already WIBW-TV's antenna is at its limit of height—1010 feet above the rolling Kansas prairie.

MAXIMUM COVERAGE



WIBW-TV absolutely dominates 20 Kansas Counties. We lay down a clear picture far beyond Kansas City and St. Joseph, Mo., into a total of 556,393 TV homes. Check the new A.R.B. for the TopekAREA. See the across-the-board preference for WIBW-TV.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

Tarzian Gets Ch. 21 Grant; WTTV (TV) Move Questioned

IN TWO tv actions last week, Sarkes Tarzian Inc., Bloomington, Ill., tv equipment manufacturer, received a grant for a new tv station and was advised that a hearing may be necessary on its application to change the transmitter location of its WTTV (TV) Bloomington to a point nearer Indianapolis.

The Sarkes Tarzian tv grant was for ch. 21 Roanoke, Ind., with visual effective radiated power of 251 kw and antenna height above average terrain of 760 ft. Ch. 21 is assigned to Fort Wayne, Ind., having been shifted from Huntington, Ind., by the FCC [B•T, July 23], but Roanoke is within the 15-mile eligibility requirement. Estimated costs for the proposed station were listed in the Sarkes Tarzian application as $345,222 for construction and $300,000 for first year operation.

The proposed move of ch. 4 WTTV, which also entailed other equipment changes, would, the FCC found, for the first time place a principal city signal over the southern portion of Indianapolis and a Grade A signal over all of that city. A question therefore arises, the FCC said, as to whether WTTV is attempting to be an Indianapolis station, rather than Bloomington to which ch. 4 is assigned.

WWL Seeks Ch. 11, Asks Move of Zone Boundaries

REARRANGEMENT of the boundaries of Zone II and Zone III—so that certain portions of Mississippi and Alabama would be in Zone II instead of Zone III—is currently before the FCC, following petition by WWL New Orleans. The shift would allow allocation of ch. 11 to New Orleans, WWL said. WWL holds a grant for New Orleans ch. 4 but has been prohibited from beginning construction pending the outcome of the New Orleans deintermixture proposal to move ch. 4 to Mobile, Ala., in exchange for Mobile educational ch. 42, which would be made commercial in New Orleans. This would give New Orleans chs. 6, 8 (educational), 20, 26, 32, 42 and 61.

Aim of the WWL petition is to have ch. 11 WTOK-TV Meridian, Miss., shifted to Zone II, which requires only 190-mile separation between co-channel stations. Zone III, in which WTOK-TV is presently located, requires a 220-mile separation.

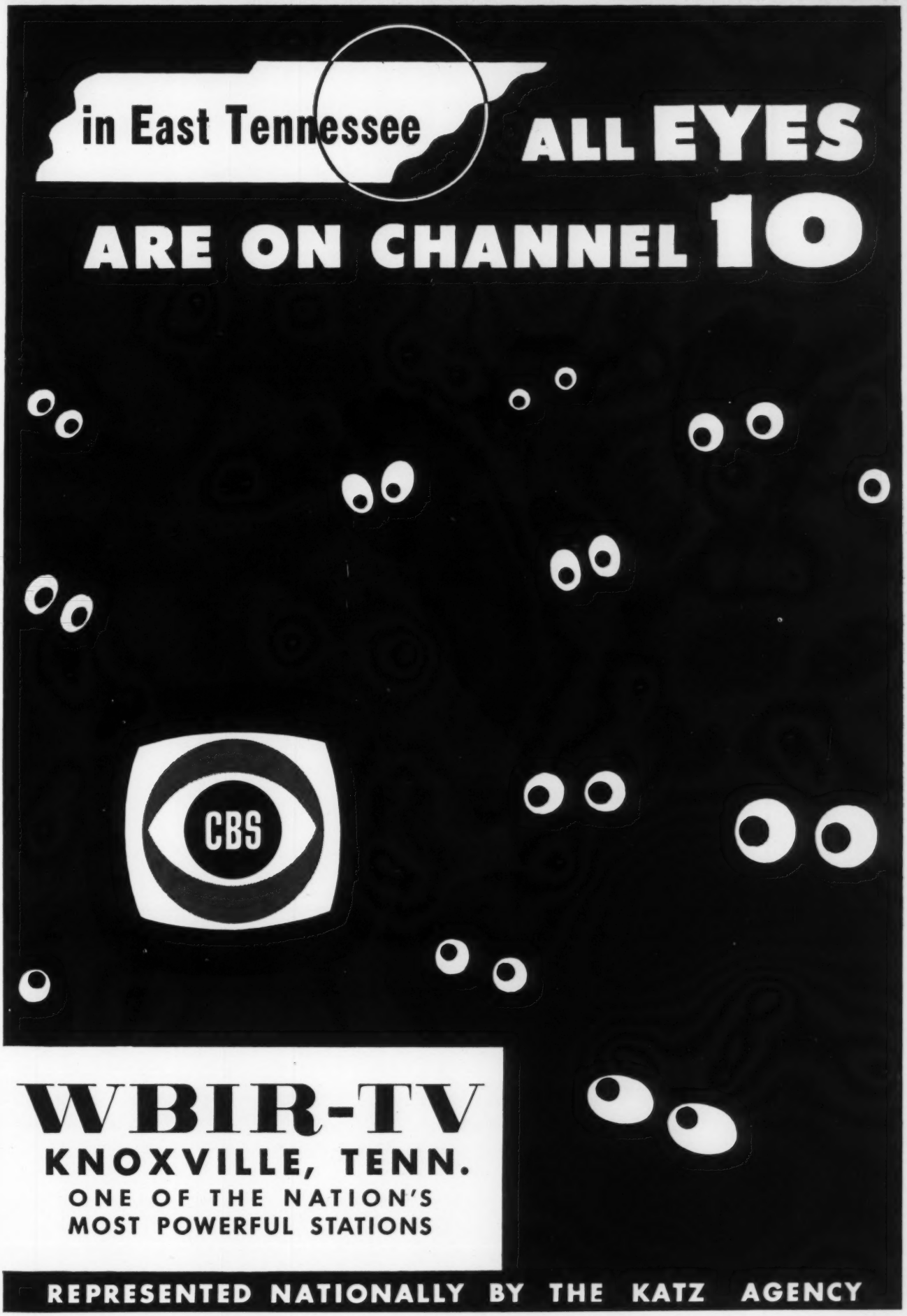
Distance between New Orleans and the WTOK-TV transmitter site is 184 miles, but WWL said that it will move its transmitter site 11 miles south of New Orleans to allow allocation of ch. 11 there. WWL's proposal seeks to change one of the Zone III latitude coordinates listings from 30° 48′ 00″ North to 30° 26′ 30″ North.

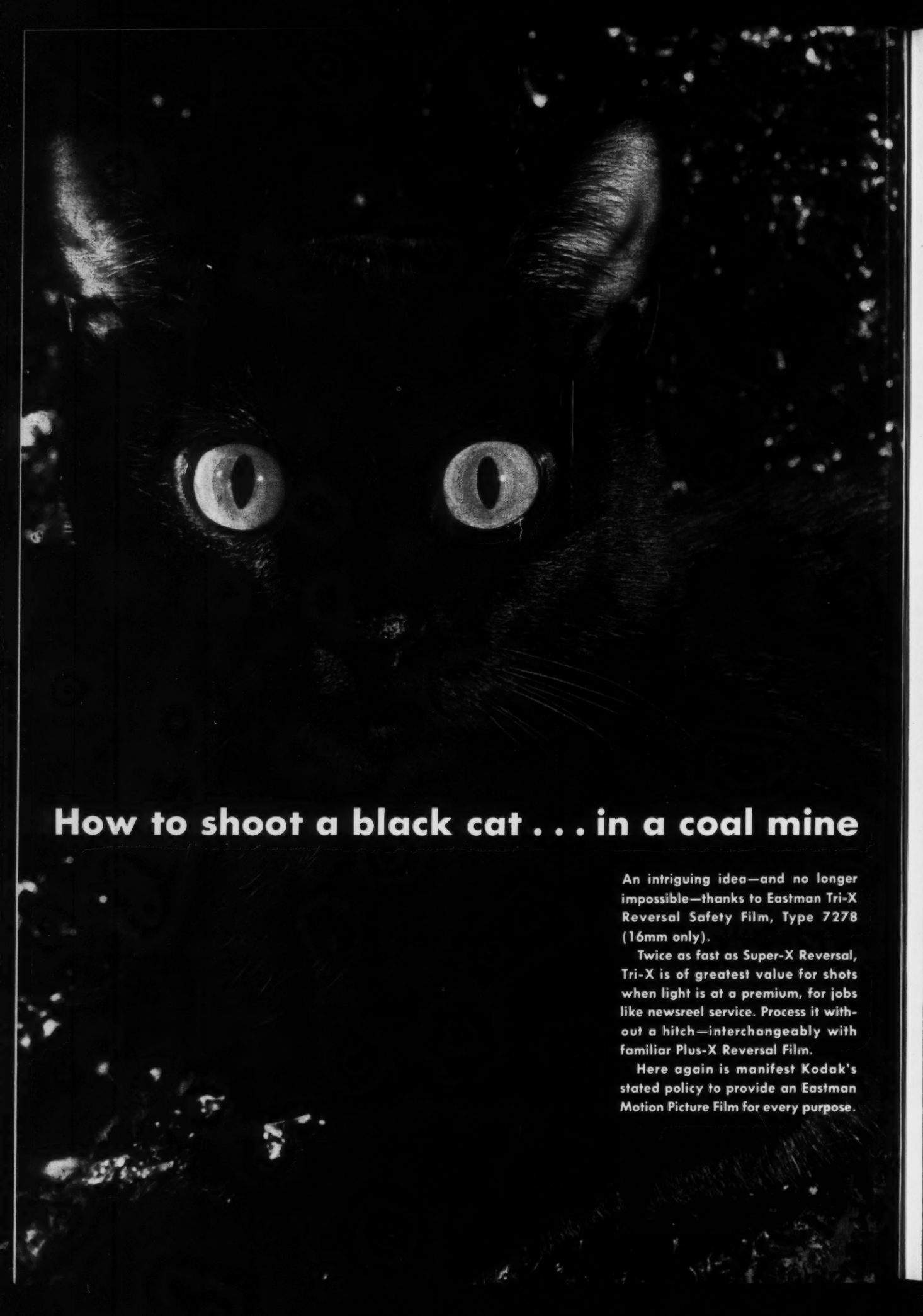
KOOS Gets Coos Bay Uhf

GRANT of ch. 16 Coos Bay, Ore., has been awarded to KOOS Inc., licensee of KOOS Coos Bay (1230 kc, 250 w). The FCC announced last week that it had made effective a July initial decision recommending that KOOS receive the grant. KOOS was unopposed following the withdrawal of another applicant, Pacific Tv Inc. Pacific Tv withdrew to await rule-making on its request to assign ch. 11 to Coos Bay (Notice of Proposed Rule-Making was issued in July).

U. of Georgia Gets Tv Grant

THE 44th educational tv grant was awarded by the FCC last week when the U. of Georgia, Athens, received a construction permit for ch. 8 there.


in East Tennessee
ALL EYES
ARE ON CHANNEL 10
CBS
WBIR-TV
KNOXVILLE, TENN.
ONE OF THE NATION'S
MOST POWERFUL STATIONS
REPRESENTED NATIONALLY BY THE KATZ AGENCY

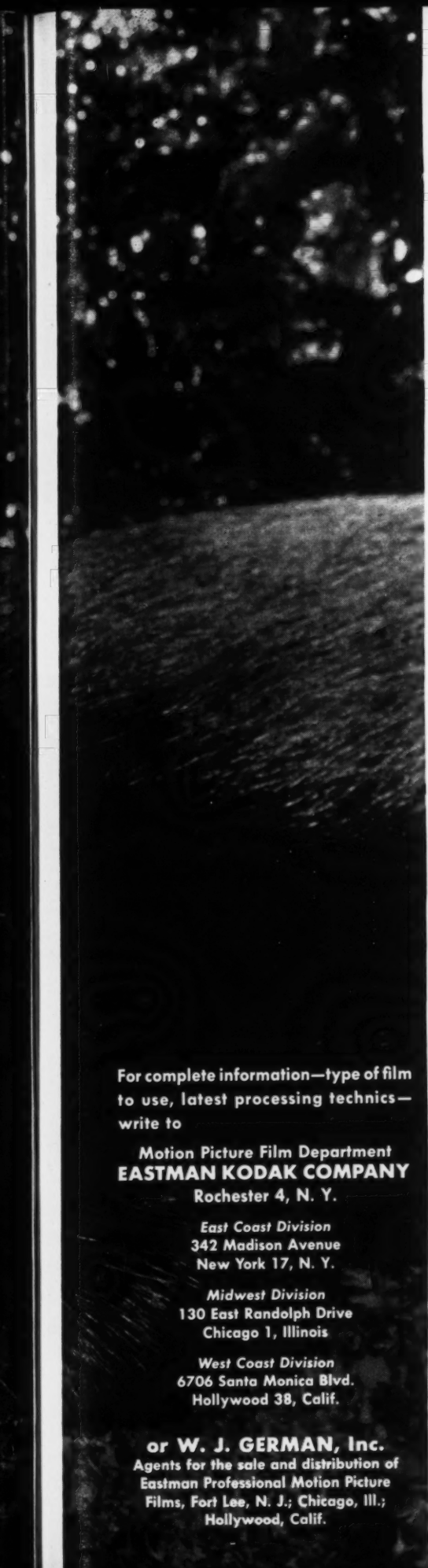


How to shoot a black cat . . . in a coal mine

An intriguing idea—and no longer impossible—thanks to Eastman Tri-X Reversal Safety Film, Type 7278 (16mm only).

Twice as fast as Super-X Reversal, Tri-X is of greatest value for shots when light is at a premium, for jobs like newsreel service. Process it without a hitch—interchangeably with familiar Plus-X Reversal Film.

Here again is manifest Kodak's stated policy to provide an Eastman Motion Picture Film for every purpose.


For complete information—type of film to use, latest processing technics—write to
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Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

NEW FORMULA SET FOR NARTB CONVENTION

Radio and tv delegates to get more time for discussion of separate media problems at 1957 convention. Plans reviewed by Convention Committee in session last week.

A NEW convention formula by NARTB, giving radio and tv delegates more time for discussion of their separate media problems, will mark the 1957 meeting, to be held April 7-11 at the Conrad Hilton Hotel, Chicago.

Plans for the convention were reviewed Thursday at a meeting of the 1957 Convention Committee held in Washington. Presiding were the co-chairmen—Kenneth L. Carter, WAAM (TV) Baltimore, and Herbert L. Krueger, WTAG Worcester, Mass.

An additional half-day for separate radio and tv membership discussion was specified by the committee, with sessions to run concurrently. The engineering conference will cover three full days of sessions, spread over a four-day period so engineers can take part in all-industry programming.

The committee set apart Monday April 8 for a full day of engineering programming. Non-agenda management meetings of groups outside the association will be held Monday morning and evening with fm and labor sessions in the afternoon. Formal opening of the full convention will be held Tuesday morning, with engineers joining management. The morning will be featured by the keynote speech and presentation of the annual keynote award.

Tuesday afternoon will include concurrent radio and tv workshop-discussion programs. The annual banquet will be held Tuesday night instead of Thursday night, final convention day. Engineers will join management delegates Tuesday morning and night but hold their own session that afternoon.

Highspotting the convention will be the annual FCC roundtable, planned Wednesday morning with FCC members participating. Engineers will take part in the roundtable, but will hold their own afternoon program. Wednesday afternoon will be devoted to radio discussion at the management meeting.

Final day, Thursday, will include concurrent radio-tv management meetings in the morning. The afternoon will be built around a tv-only program, with adjournment slated when this has ended. Engineers will meet separately all day Thursday.

Next meeting of the convention committee will be held in early December. Attending Thursday's meeting, beside the co-chairmen, were E. K. Hartenbower, KCMO Kansas City; Campbell Arnoux, WTAR-TV Norfolk, Va.; Gaines Kelley, WFMY-TV Greensboro, N. C.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Ward L. Quaal, WGN-TV Chicago; W. D. Rogers, KDUB-TV Lubbock, Tex.; Harold P. See, KRON-TV San Francisco; F. C. Sowell, WLAC Nashville; Edward A. Wheeler, WEAW-FM Evanston, Ill. Representing NARTB were President Harold E. Fellows; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president, and Everett Revercomb, secretary-treasurer. Ward Ingrim, KHJ Los Angeles, was absent.

A special keynoter subcommittee includes Messrs. Carter, Krueger, Arnoux, Hartenbower, See and Lindsay.

WGN-TV Among 16 Stations Subscribing to NARTB Code

WGN-TV Chicago heads a list of 16 stations that have subscribed to the NARTB Tv Code. Announcement of WGN-TV's intent was made last week in a letter circulated to clients and their agencies by the station's general manager, Ward Quaal [CLOSED CIRCUIT, June 18].

Earlier, Mr. Quaal had disclosed that the WGN radio outlet had taken steps to conform strictly to the NARTB Radio Standards of Practice by banning mail-order business and hard-sell commercials as well as commercial religious programs.

The Tv Code adherence becomes effective Nov. 15. The *Chicago Tribune* video station joined NARTB last July 1. The radio unit already was a member of the association.

Mr. Quaal, who is a member of the NARTB Tv Board, reported he had appraised the station operations since taking over their management Aug. 1 and said WGN-TV "is now functioning very close" to the code's time standards for advertising copy for programs up to 30 minutes in length. For longer programs, full compliance will be achieved, he said, by reducing length of commercials in two steps—Sept. 15 and Nov. 15.

Advertisers will be required to cut their commercials by Sept. 15 from 6 to 4½ minutes on 30-minute shows and from 12 to 9 minutes on one-hour programs. Further cuts to 3 and 6 minutes, respectively, will be made next. Time on 90-minute feature films under single sponsorship will be reduced from 18 to 14 minute and then to 10:15 minutes.

Tv stations that recently have subscribed to the code, in addition to WGN-TV, are KLTV (TV) Tyler, Tex.; KTVR (TV) Denver; WISC-TV Madison, Wis.; KHAD-TV Laredo, Tex.; WTHI-TV Terre Haute, Ind.; KOTA-TV Rapid City, S. D.; KRIS-TV Corpus Christi, Tex.; KTXL-TV San Angelo, Tex.; KDIX-TV Dickinson, N. D.; WCYB-TV Bristol, Va.; WTVT-TV Tampa, Fla.; WTLC-TV Canton, Ohio; WRAL-TV Raleigh, N. C.; WHTN-TV Huntington, W. Va.; WCKT-TV Miami, Fla.

Adm. Radford to Speak At RAB Clinic in N. Y.

ADM. ARTHUR W. RADFORD, chairman of the U. S. Joint Chiefs of Staff, will speak at the Oct. 29 luncheon of the Radio Advertising Bureau-sponsored National Radio Advertising Clinic to be held at the Waldorf-Astoria in New York that day and on Oct. 30.

According to Kevin B. Sweeney, RAB's president who made the announcement last week, Adm. Radford will analyze the world situation in an address that will be aimed for network rebroadcast.

About 600 advertiser and agency executives have been invited to be RAB's guests at the two-day meeting, which will be attended by about 250 persons from networks, station representatives and radio stations. On Oct. 29, 12 advertiser speakers will speak on how radio fits into their overall advertising-sales strategy.

McConnaughey Set to Speak Wed. at RTES Season Opener

TOP radio-tv executives will be among the expected 500 persons who will fete the FCC in New York Wednesday at the opening luncheon of the Radio & Television Executives Society's 1956-57 season. FCC Chairman George C. McConnaughey is scheduled to make the principal address at the Roosevelt Hotel. The other

FCC members have been invited to attend.

Chairman McConnaughey's talk will precede by a day the Celler Committee's hearings on the networks which begin in New York Thursday morning (see story, page 74). Robert Burton of BMI, president of RTES, will be the master of ceremonies.

RAB Holds Second Seminar, Two Scheduled This Week

RADIO ADVERTISING BUREAU last Thursday and Friday held a two-day seminar on radio station management in French Lick, Ind., for 63 midwestern station executives. This was the second of four regional management conferences which RAB will hold this fall and follows a two-day meeting of western radio executives held in Palo Alto, Calif., last month.

Among the subjects explored by RAB and broadcasters at the conferences are promotion, managing the sales department, programming and managing for greater sales and profits. Some 88 individual subjects are on the agenda for discussion at the conferences.

Registration for the four meetings totals 260, according to Kevin Sweeney, RAB president, who is conducting the meetings along with John F. Hardesty, vice president and general manager of the bureau; Sherril Taylor, vice president in charge of promotion, and Arch L. Madsen, director of station service. At the conclusion of the French Lick meeting, the RAB executives flew to Biloxi, Miss., for a two-day conference with southern station managers, opening today (Monday), and will proceed to Skytop, Pa., for the eastern regional conference on Thursday and Friday.

TIME TO PROFIT BY STUDIES, JCET TOLD

Dr. W. R. G. Baker tells conference of Joint Council on Educational Television to make capital of methods and techniques already developed and to avoid spending time and money on independent efforts.

EDUCATIONAL television representatives were told last week to make capital of the educational tv methods and techniques already developed instead of spending time and money in independent efforts to improve present educational systems or add new ones.

"Let us do less talking and more constructing," urged Dr. W. R. G. Baker, General Electric Co. vice president and president of Radio-Electronics-Tv Mfrs. Assn., in a luncheon address Thursday during a one-day conference of the Joint Council on Educational Television, meeting at Washington's Sheraton-Park Hotel.

The all-day session heard talks by more than 15 educational tv leaders. All were urged by FCC Comr. T. A. M. Craven to attend a Sept. 20 FCC conference on the Commission's allocations rulemaking. FCC Chairman George C. McConnaughey addressed the evening session, which also was attended by other FCC members.

The tv educators held the conference to exchange ideas on the FCC's allocations proposals. Results of the meeting will be conveyed to the Commission by Oct. 1.

Dr. Baker, in his luncheon address, told the educators he believes it is "high time that each individual state or locality stopped trying to invent the wheel independently as far as instructional television is concerned. Let each of them profit by the studies that have already been made by others, rather than expending large amounts of time and money on basic research."

The RETMA president said that while he does not advocate bringing all study and experimentation to a halt, "what is needed today is applied research, rather than more fundamental research." For this "you have to have stations and networks in operation," he said.

To emphasize what he meant by urging use of present, proved educational tv methods, Dr. Baker pointed to the adult education program being carried on by the Alabama Educational Television Commission in Birmingham, and to the closed circuit tv education project being conducted in Hagerstown, Md., by the Washington County (Md.) public school system with the support of the tv industry (through RETMA) and the Ford Foundation.

FOR EARLIER *Education* NEWS, SEE PAGE 113

He complimented AETC in particular on two courses (Spanish and algebra) which he saw being televised during a visit by him to Birmingham. Dr. Baker suggested that JCET might establish a "small task force" to assist the Birmingham and Hagerstown efforts.

Warning that educators cannot afford to lose their channel assignments "by default," Dr. Baker urged action in building stations and networks, noting that the "intrinsic value of educational television has been proven beyond a question of doubt." He pointed to the growing teacher shortage as a mandate for educational tv broadcasters to help fill the void.

Expressing concern as an engineer and a representative of the electronics industry over the shortage of graduates in the physical sciences and engineering (only 45,000 each year), Dr. Baker said it is generally agreed that the country needs twice that many. Although there is no easy answer to this problem, educational tv can "help us out," he said, maintaining that "science *can* be made interesting and one of the easiest ways to do it is through television."

Harry K. Newburn, president of the Educational Television & Radio Center, Ann Arbor, Mich., reviewed the accomplishments of educational television and the facilities available to the present 21 educational tv stations from other educational tv outlets and from other institutions, primarily universities.

He felt the existing 21 stations have a potential audience of 40 million because of their locations in population centers and said five to ten new stations are under development and expect to be on the air in "the next year or two."

Mr. Newburn reviewed a list of the various educational tv programs under development by educational stations and other institutions, many of which, he believed, are as good or better than those praised by Dr. Baker in Birmingham and Hagerstown.

Reports on educational tv operations in 14 states or localities were given as follows:

George L. Arms, KETC (TV) St. Louis; Ralph Lowell, WGBH-TV Boston; Frank E. Schooley, WILL-TV Urbana, Ill.; John W. Dunn, KETA (TV) Oklahoma City and KOED-TV Tulsa (not on the air); James Day, KQED (TV) Berkeley-San Francisco; H. M. Martin, WKNO-TV Memphis; Raymond D. Hurlbert, Alabama Educational Tv Commission, WAIQ

WCDA-B	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WRVA-TV	*Richmond*
WSYR-TV	*Syracuse*

The only exclusive TV national representative

Harrington, Righter and Parsons, Inc.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA

THE MAN WHO WALKED UNDER A MISAPPREHENSION

or

How far to the nearest relative?

ONCE upon a time there was a fellow from Amarillo who was fond of saying that his home town was closer to five other state capitals than it was to its own down in Austin. One day he ran into a Skeptic with a map and a pair of calipers. "You lie," said the Skeptic. "Looka here—it's 425 miles to Austin, 450 to Cheyenne, 360 to Denver, 250 to Oklahoma City, 450 to Topeka, 260 to Santa Fe."

"That's the way a crow flies. How about in a car?"

"I just happen to have a road map here in my pocket. Let's see . . . It says 509 to Austin, 544 to Cheyenne, 547 to Topeka. You're better off to ask another crow."

"Hell with a crow. Let's charter a plane . . ." and away they went to an airport.

"I want to fly to Cheyenne," Mr. Amarillo said to the gal.

"Why?" she replied.

"Find out how far it is."

"We got better ways to tell . . . hmmmmm, it's 450 miles by this here map."

"See—whadda I tell you," said Mr. A to the Skeptic.

"Whoa up a minute," said the Skeptic.

Turning to the lady, he asked,
"How far you make it to Austin?"

"425 miles," she allowed.

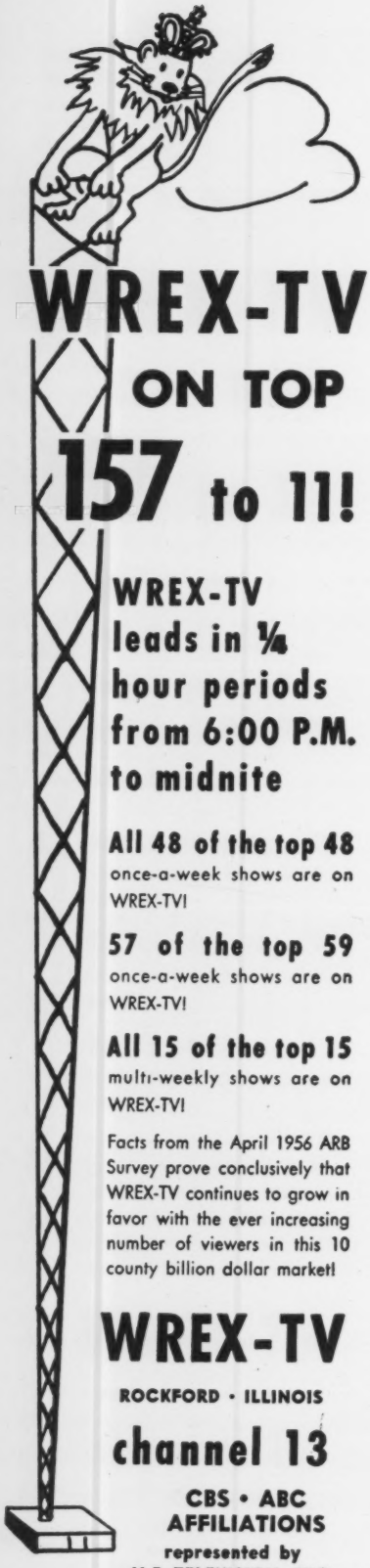
* * *

Well, so it's only 3 capitals Amarillo is closer to than its own.

It doesn't really matter, so long as we're closer to the stuff advertisers look for when they want business.

NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency



TRADE ASSNS.

(TV) Andalusia, WBIQ (TV) Birmingham and WTIQ (TV) Munford; Claude V. Courter, WCET (TV) Cincinnati; John W. Taylor, WTTW (TV) Chicago; Vernon Bronson, WTHS-TV Miami; John C. Schwarzwalder, KUHT (TV) Houston; George S. Round, KUON-TV Lincoln, Neb.; Armand L. Hunter, WKAR-TV East Lansing; John Leonard Boor, KCTS (TV) Seattle.

Hillenbrand Heads Planning For AAAA Eastern Workshop

NAMES of the planning committee for the account management workshop of the 1956 Eastern Annual Conference of AAAA were announced last week by Adolph J. Toigo of Lennen & Newell, New York, chairman of the AAAA Eastern Region. The conference will be held in New York at the Hotel Roosevelt, Nov. 27-28.

William R. Hillenbrand of Bryan Houston Inc., New York, is chairman of the account management workshop planning committee. Other members are: Robert R. Newell, Cunningham & Walsh, New York; Charles P. Pelham, Fuller & Smith & Ross, New York; Chester A. Posey, McCann-Erickson, New York; George M. Prince, Charles L. Rumrill & Co., Rochester, N. Y.; Allen C. Smith, Aitkin-Kynett Co., Philadelphia, and Herbert D. Strauss, Grey Adv., New York.

Code Review Board Members Assigned to Regional Meets

MEMBERS of the NARTB Tv Code Review Board have been assigned to the eight regional meetings starting Sept. 17 in Minneapolis, according to Edward H. Bronson, NARTB director of tv code affairs. Recent interpretations of the code will be explained as well as operation of monitoring services.

Taking part in the first four meetings will be these code board members: Sept 17, Minneapolis, William B. Quarton, WMT-TV Cedar Rapids, Iowa, board vice chairman; Salt Lake City, Sept. 20, Mrs. Hugh McClung, KHSL-TV Chico, Calif.; San Francisco, Sept. 24, G. Richard Shafto, WIS-TV Columbia, S. C., board chairman; Oklahoma City, Sept. 27, Mrs. McClung.

NARTB Plans to Increase Public Relations Activity

NARTB's public relations activity will be "substantially expanded" under a program approved by the board of directors, according to President Harold E. Fellows [CLOSED CIRCUIT, Sept. 3]. The plan was drawn up by a special committee.

Acting under a board resolution adopted last June, the committee reviewed the association's public relations work at a July 25 meeting [B•T, July 30]. It found the association lacked personnel and funds to meet all public relations needs, though the activity was improving at both national and community levels.

The new program specifies that the expanded activity should be performed within NARTB's framework and that the president should name a public relations administrator to direct the operation. More money was voted to cover increase in personnel and expenditures.

Serving on the special committee besides Mr. Fellows are Campbell Arnoux, WTAR-TV Norfolk, Va., NARTB Tv Board chairman; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Arthur Hull Hayes, CBS Radio; Ernest Lee Jahncke Jr., ABC-TV; John M. Outler, WSB Atlanta, Radio Board chairman, and William D. Pabst, KFRC San Francisco.

MANUFACTURING

New RCA Radio Receiver Finds Conelrad Frequency

DEVELOPMENT by RCA of a radio receiver which automatically seeks and finds a Civil Defense Conelrad frequency for radio coverage during an enemy attack was announced last week by C. M. Lewis, manager, of RCA's Communications Products Dept.

"The Conelrad receiver was designed especially to provide users of mobile two-way radio systems with a complete, automatic, self-triggering, warning device," Mr. Lewis explained. "Under regulations of the FCC to become effective Jan. 1, 1957, all stations in public safety and land transportation radio service, as well as other licensees, will be required to observe Conelrad alerts.

The RCA Conelrad receiver, Mr. Lewis said, provides a standard radio band for tuning in any local station and the two Conelrad frequencies. The user can pre-set, with a simple knob adjustment, the Conelrad frequency assigned to his locality to provide automatic switch-over from standard-band operation to the Civil Defense frequency during emergencies. When the station to which the receiver is tuned initiates shut-down procedures, the set automatically switches to the Conelrad frequency, or, if pre-set, it can be activated from the "off" position.

The RCA Conelrad radio (type CR-17A), according to Mr. Lewis, also is expected to develop wide usage as an alert-warning device in industry, business, institutions and in the home. It measures 9½ inches high, 13½ inches wide and six inches deep and weighs 15 pounds. It has a consumer price of $115.

Sylvania Ups Prices, Wages

IN KEEPING with the industry-wide price increase on black-and-white tv sets, Sylvania Electric Products New York, last week instituted an "immediate" mark-up of $10 on four of its models. Meanwhile, Sylvania raised the take-home pay of its 27,000 employes by announcing a five to eight cents an hour wage increase for its hourly employes, and a 3% increase for its salaried employes.

DuMont Ships to WVET-TV

EQUIPMENT was shipped last week to WVET-TV Rochester, N. Y. (ch. 10), by Allen B. DuMont Labs to convert station's multi-scanner unit to color, permitting that station to originate local programs in color for the first time.

MGM MAY GET 25% OF MINNEAPOLIS TV

CHANGE in call letters of KEYD-TV Minneapolis (ch. 9) to KMGM-TV took effect on Sept. 1, it was announced last week by Sy Weintraub, president of the station.

Mr. Weintraub said negotiations are still in progress to purchase the Metro-Goldwyn-Mayer library of films, with discussions of a 25% interest in KMGM-TV accruing to MGM in return for the films. He stressed that the 25% stock sale is "not contingent on the MGM film purchase." Asked whether the change in call letters had a bearing on the negotiations with MGM, Mr. Weintraub replied: "We changed the call letters because we feel that KMGM-TV is more euphonious than KEYD-TV."

Last month, Loew's Inc., parent company of MGM, leased its film library to KTTV (TV) Los Angeles and also bought a 25% interest in that *Los Angeles Times* and *Mirror-News*-owned ch. 11 outlet [B•T, Aug. 20]. Price for the film rentals was estimated at $4 million and price for the quarter interest in KTTV at $1,625,000. At that time Charles C. (Bud) Barry, Loew's tv vice president, announced that the motion picture company intended to acquire other station interests.

KDKA-AM-FM-TV Pittsburgh Announces Changes in Staff

FOUR staff changes affecting both KDKA Radio and KDKA-TV in Pittsburgh were announced last week by Harold C. Lund, vice president of Westinghouse Broadcasting Co. in that city.

John Stilli, KDKA sales manager, will fill the same position at KDKA-TV and Don Trageser, member of the sales department at

MR. STILLI

MR. TRAGESER

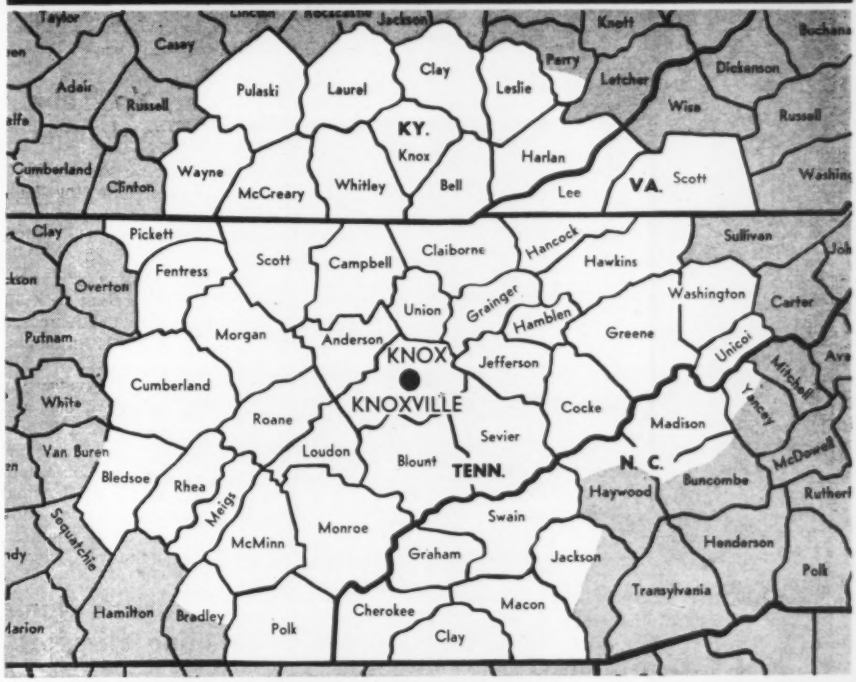
MR. O'FRIEL

MR. JONES

KDKA, will fill Mr. Stilli's post at the radio station.

B. Calvin Jones, production manager of KYW-TV Cleveland, Ohio will move to Pittsburgh this week to take over as program man-

KNOXVILLE, TENN.
54th Metropolitan Market



* WATE-TV OFFERS YOU:

POPULATION	1,391,280 (54 COUNTIES)
FAMILIES	345,810
RETAIL SALES	$1,081,361,650
E. B. I.	$1,290,306,630

* May 10, 1956 Sales Management Survey of Buying Power

WATE TV 6
NBC
THE POWER MARKET OF THE SOUTH
CHANNEL
100,000 WATTS
Knoxville, Tennessee

Represented Nationally by: AVERY-KNODEL INC.
NEW YORK • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES • CHICAGO

the tar heel soul

through this keyhole lies a land of awakening pulse . . . an eager thirst. the Tar Heel Soul—under the shadow of the tallest man-made structure in the two carolinas . . . the witn tower. reap the yield from this rich tobacco land and its receptive consumers.

witn channel 7 NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

ager at KDKA-TV. A further addition to the executive staff is Paul G. O'Friel, who moves from WBC's New York offices to KDKA-TV as an administrative assistant to Mr. Lund.

Mr. Stilli replaces Lloyd G. Chapman at KDKA-TV. Mr. Chapman recently resigned from the television station to accept a position as director of radio and television operations for Vic Maitland & Assoc. Inc., agency.

WCYB-TV Bristol, Va.-Tenn., Begins Regular Programming

WCYB-TV Bristol, Va., went on the air Sept. 4 with regular programming following temporary operation to cover the recent political conventions, according to Robert H. Smith, president and general manager.

The station programmed from 6:30 p.m. to 11 p.m. its first week of operation with 15 kw. Last Saturday, the ch. 5 outlet increased its daily air time from 7 a.m. to 12 midnight. Represented by Weed Television Corp., WCYB-TV is owned by Appalachian Broadcasting Corp., is affiliated with NBC-TV (primary) and ABC-TV and is equipped for network and local film color.

In addition to Mr. Smith, other station executives include J. Fey Rogers, commercial manager; Frank Spaulding, program and promotion supervisor; Russell Robinson, chief engineer, and Walter Crockett, news editor.

NBC's Chicago Stations Name Trigg Programming Director

APPOINTMENT of Harry Trigg as programming director of WMAQ and WNBQ (TV) Chicago was announced Wednesday by Jules Herbuveaux, vice president and general manager of the NBC-owned stations. Mr. Trigg succeeds George Heinemann, who has been appointed program manager at WRCA-TV New York [B•T, Aug. 27].

A member of the NBC Chicago staff since 1950, Mr. Trigg has specialized in programming and production work.

Another change at the NBC Chicago stations was the naming of John Keys, former sales director, to the post of director of advertising promotion and merchandising. A successor for Mr. Keys has not been chosen. It also was reported that Charles Dresser, NBC-TV Chicago network sales account executive, will transfer to New York in a sales capacity with WRCA-TV.

WBBR Sold for $133,000

SALE of WBBR Brooklyn, N. Y., by the Watchtower Bible & Tract Society of New York to H. Scott Killgore interests was filed last week at FCC. Price for the outlet, which operates non-commercially on 1330 kc with 5 kw, was $133,000. Mr. Killgore, who two weeks ago sold WARE Ware, Mass., for $105,000, also owns WKXL Concord, N. H.; WKXV Knoxville, Tenn., KUDL Kansas City, Mo., and WPOP Hartford, Conn. Mr. Killgore said the Brooklyn station call letters will be changed to WPOW.

WFLW Sold to Fred Staples

WFLW Monticllo, Ky., has been sold by Clifford Spurlock and James Shacklette to Fred A. Staples. Price was $25,500, with the sale negotiated by Paul H. Chapman Co., Atlanta broker. Mr. Staples is a former owner of WCRE Cheraw, S. C., and stockholder in WHJC Matewan, W. Va. WFLW operates on 1570 kc with 250 w daytime. Sale is subject to FCC approval.

Gilbert to Head New Branch Of Avery-Knodel in Detroit

IN LINE with an expansion program at Avery-Knodel Inc., station representatives, Lewis H. Avery, president, is announcing today (Monday) the opening of a new office in Detroit, headed by Glenn Gilbert. The office is in the National Bank Bldg., Suite 1446, Detroit 26. The telephone number is Woodward 1-9607.

MR. GILBERT

Mr. Gilbert served most recently with The Katz Agency in Detroit.

WRAL-TV Raleigh Names Fred Fletcher Manager

FRED FLETCHER, general manager of WRAL-AM-FM Raleigh, N. C., will serve as general manager of WRAL-TV, scheduled to go on the air Dec. 1, it was announced last week.

Ted Cramer will be operations manager of the tv station, and Virgil D. Duncan, chief engineer of WRAL Radio, will serve as chief engineer for WRAL-TV. H-R Representatives has been appointed to represent the station.

The FCC granted ch. 5 to Capital Broadcasting Co., owner of WRAL, on June 29 [AT DEADLINE, July 2]. A. J. Fletcher is president of the company.

WRAL-TV will operate on 100 kw and plans to construct 1,100-ft. tower.

Film Rating Total of 50 Guaranteed by WATV (TV)

WATV (TV) Newark-New York will guarantee a cumulative total of 50 rating points a week, based on Telepulse Inc., for its *Famous All-Star Movie* series of 20th Century-Fox films beginning on the station Oct. 1.

WATV President Irving Rosenhaus made this announcement at a luncheon presentation for the series, which was given by the station in Chicago on Aug. 29. The program policy will be to have multiple exposure of each film on the basis of 16 showings a week

In essence WATV will be guaranteeing advertisers an audience of 2,365,000 homes each week, said Mr. Rosenhaus.

McGillvras Buying Station

ENTRY into radio station ownership field by Joseph Hershey McGillvra, president of the radio-tv station representative firm bearing his name, was disclosed in an application filed with the FCC last week. Mr. McGillvra and his wife, Agnes, asked the Commission to approve their $72,500 purchase of WBIW Bedford, Ind., from Radio Bedford Inc. WBIW, which began operation in 1948, is a Mutual affiliate on 1340 kc, 250 w. The McGillvras also are applicants for a new am (1300 kc, 1 kw day) at Kingston, N. Y.

Others in the station representation field with broadcast interests include Edward Petry & Co., which owns 22.2% of Wrather-Alvarez Broadcasting Inc., licensee of KFMB-AM-TV San Diego and KYAT (TV) Yuma, Ariz. Mrs. Eugene Katz, whose husband heads the Katz Agency, owns 11% of WSAZ-AM-TV Huntington, W. Va.

We're selling more TV sets in Channel 8's San Diego!

San Diego is the 20th market* in the nation in Furniture—Household—Radio Store Sales—1955.

More sales in this category than Denver, Seattle, New Orleans, Indianapolis, Portland or Dallas.

San Diego has more people, making more, spending more, and watching Channel 8 more than ever before!

Sales Management 1956 Survey of Buying Power

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

SAN DIEGO

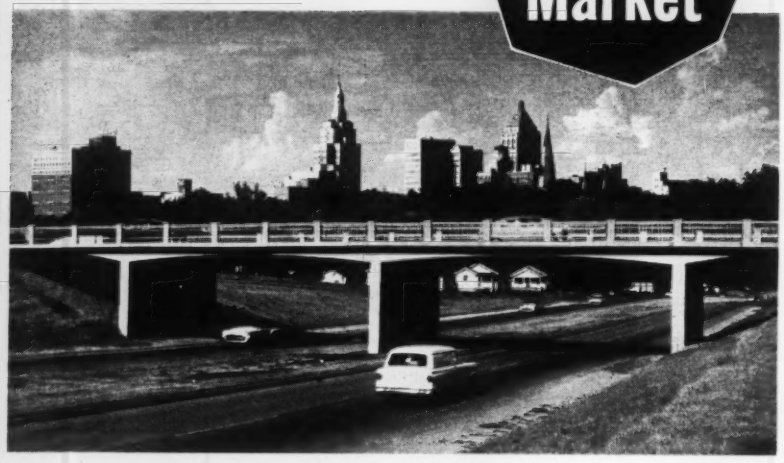
America's more market

1170 on your dial

KVOO channel 2

The right combination to sell Everything from . . .

Spark Plugs to Cars * in Oklahoma's... No. 1 Market



* Motor Vehicle, Automotive Supply Stores and Service Stations Sales Over $250 Million Dollars

This is just one example of how the more than three thousand more new families that come to the Tulsa area each year spend money! That's because they have the money to spend. No matter what kind of product you sell, you'll sell the most, at lowest cost, in Oklahoma's No. 1 Market with Oklahoma's No. 1 advertising combination — KVOO RADIO and KVOO-TV.

*Sales Management, May 10, 1956, Research Dept., Tulsa Chamber of Commerce.

RADIO Represented by EDWARD PETRY CO.

KVOO TULSA, OKLAHOMA

TELEVISION Represented by BLAIR TV

1170 KC • 50,000 Watts Channel 2 • Maximum Power

ABC to Represent Its Networks in West

WESTERN division regional radio and television networks of ABC will be represented nationally by the network's own sales offices effective Nov. 1 on resignation of representation by Edward Petry & Co., it was confirmed last week by both ABC and Petry offices in Los Angeles.

Garrett E. Hollihan, who handled ABC for Petry in San Francisco, returns to Petry's Los Angeles office.

Hugh Ben LaRue Appointed KTVR (TV) Executive V. P.

APPOINTMENT of Hugh Ben LaRue as executive vice president of KTVR (TV) Denver was announced last week by John Shaheen, president of the Founders Corp. and John D. Keating, vice president of Gotham Broadcasting Corp. Each of these corporations owns 50% of KTVR Inc., the station's licensee.

MR. LaRUE

Mr. LaRue served most recently as general sales manager of WINS New York, in which Gotham Broadcasting has a major interest. Previously, he had been vice president and general manager of KULA Honolulu and an account executive at WOR-TV New York.

Jon R. McKinley, general manager of KTVR (TV), will continue in that capacity. It was reported that no other personnel changes are expected.

Mild Heart Seizure Hospitalizes Fay

WILLIAM A. FAY, general manager of WHAM-TV Rochester, N. Y., was reported in good condition in Rochester General Hospital last week after suffering a coronary occlusion at his home Aug. 31.

Spokesmen for the station said diagnosis indicated the heart attack was mild. He will remain at the hospital for the prescribed three-week period, which will be followed by a period of rest and recuperation at his home.

Mr. Fay, for many years a prominent industry figure, was associated with Stromberg-Carlson Co. from 1928, when he became program director of its WHAM, until its sale of the WHAM properties to Transcontinent Television Corp. last month [B•T, Aug. 27].

KGW-TV Appoints Pindell

JOHN H. PINDELL, local sales manager for KING-TV Seattle, Wash., has been named sales manager of KGW-TV Portland, Ore., it was announced last week by KGW-TV Manager Walter E. Wagstaff.

Mr. Pindell, whose appointment at KGW-TV becomes effective Oct. 1, has been local sales manager of KING-TV since returning to the Seattle station last January. He had been account executive for KING Radio and KING-TV from 1950 to 1953. In December of 1953, he went to Spokane, Wash., to become sales manager for KHQ-TV.

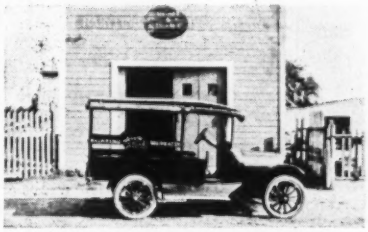
Darrell Stuart

Or how to paint your way up the ladder

"You hear a lot of talk these days about the danger of big companies getting still bigger.

"What people overlook is that every big company creates opportunity for small ones to start and grow strong. I'm a good example.

"I quit school at 15 and went to work as an apprentice painter. When I was 22 I started a little decorating business in Santa Barbara, California.



DARRELL STUART, DECORATING, 1919

"In 1930—when I was 33—I had an idea I could do better by specializing. So I bid on painting a Union Oil service station. I got the contract, gave my decorating business to my superintendent, and started to specialize.

"I had a truck, a hired hand, and $1000 I'd borrowed from the bank. I did a better paint job on that first station than Union had ever been able to get for the money—and still made $40. As a result, I kept getting more contracts—and borrowing more money. Profits I put back into the business for equipment.

"Today, Darrell Stuart Inc. gets most of the paint work for Union Oil's marketing department, and a sizeable amount from other departments, too. We still bid competitively on every job—and still do a better one than Union itself can do any other way.

"We employ over 200 people, work 92 trucks and own our own building, mortgage-free. Last year we grossed over a million dollars.

"But the point is: if Union Oil hadn't given me the chance, I'd never have had the incentive to come this far. In my book, big business is the best friend—and customer—small business has!"

DARRELL STUART: "BIG BUSINESS IS THE BEST FRIEND SMALL BUSINESS HAS."

* * *

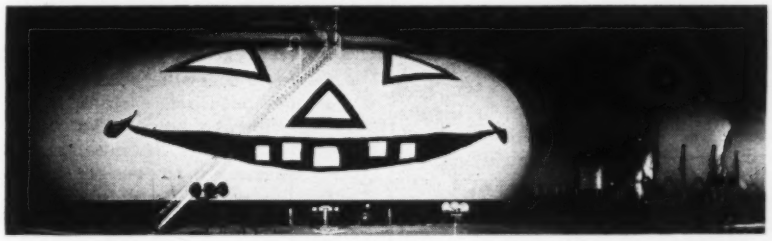
Last year our customers paid us a record $368,760,900. That's big business.

But when you take a closer look, you find we spent 72% of that $368,760,900 with more than fifteen thousand other companies and individuals with whom we do business.

Many of these companies—like Stuart's—have grown with us. As long as we continue to do a better job, there's a good chance some of those small companies will be the big ones of tomorrow.

YOUR COMMENTS ARE INVITED: *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

ONE OF DARRELL STUART'S JOBS: THE UNION OIL STORAGE-TANK PUMPKIN.



Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

THEY'RE TRAINING THEIR OWN AT WTOP-TV

TRAINEE floor director Vic Hirsh hold an "idiot board" (a reminder of the next feature on the program) for WTOP-TV's Bob Dalton. Mr. Hirsh is in the first phase of the 30-month course.

IS IT inevitable that the loss of a trained and gifted employe in the program department of the average television station leave an unpatchable hole in the outlet's operations? Must a tv station manager eternally pour curses on a transient industry and claw for the classifieds once more when one of his star programming people moves on to a better job? Does the cost-conscious tv outlet have to depend on the ebb and flow of a new and changing industry to send him capable and creative employes to build up his programming?

Not a bit of it, says Thomas B. Jones, program director of WTOP-TV Washington, D. C., which for five years has operated a continuous on-the-job training school that not only keeps on tap the necessary lower echelon program help and fills the station's vacancies with capable young directors, but also sends out a small surplus of the latter to the rest of the broadcast industry.

WTOP-TV itself was having troubles getting and keeping good programming people in June 1951 when John S. Hayes, president of the *Washington Post* Broadcast Div. (WTOP-AM-FM-TV, WMBR-AM-FM-TV Jacksonville, Fla.), worked out the station's 30-month training plan for keeping a constant supply of directors available for its programming needs.

Tom Jones was one of four graduates from the University of Maryland selected by Mr. Hayes to begin the Washington outlet's system of securing promising young men as prospective tv directors and training them its own way. Today, of the 16 people in WTOP-TV's program department, all but one are products of or trainees in the station's on-the-job system.

These include Program Director Jones, a production manager, four directors and nine trainees, of whom four are assistant directors and five floor directors.

At first glance, WTOP-TV's training program would appear to be no different than that of the ordinary tv station which trains its own help from scratch; that is, the prospective young director, with little or no background in television, is hired, trained over a period of time in which he is given increasing compensation and responsibilities and finally is given a permanent assignment in the station's program department.

But the Washington outlet's training system is a great deal more than that. WTOP-TV management, knowing that its programming department will have only a limited number of vacancies, makes no promises of permanent employment to its on-the-job trainees except to assure the pupil that upon completion of the training course he will have first call on any program position opening at WTOP-TV. If no vacancy occurs, the station uses its resources to secure the graduate director a job somewhere else in television or related industries.

In selecting prospective directors from applicants for the WTOP-TV training school, Mr. Jones begins at the beginning. He believes that no one should go into the training who is not potentially qualified, in aptitude and attitude, to be a full-fledged tv director. That WTOP-TV's screening of applicants is sound is shown by the station's record of those who have gone through the training. Of 40 persons who have entered the training, 15 are accounted for at WTOP-TV itself, including the present crop of trainees. Of the others, 15 have responsible programming or similar creative positions in tv or related industries; five left the program because of inadaptability and five are in other fields or on military leave.

WTOP-TV chooses the trainee from among college graduates, preferably those who have taken speech, drama, radio-tv communications or related courses in college. Among institutions represented by participants in the training course are the U. of Maryland, George Washington, American, Catholic and Howard universities, all from in or near Washington, and U. of California, Northwestern, Princeton, Yale and Duke universities.

Wanted: Creative Minds

But the station's main concern in selecting an applicant is the attitude and aptitude of the prospective director toward the tv medium. This is established by personal interview. Although the applicant may not have a four-year college education, although his background may be entirely unrelated to television, "we will hire him if he has what we are looking for," Mr. Jones says, "for neither education nor background can take the place of the creative mind." One of the station's most highly-regarded directors came to WTOP-TV from a job as a Latin teacher.

What is the creative mind? Mr. Jones may be able to recognize it, but he defines it only by example. "Suppose," he said, "that you have a young lady in here tomorrow afternoon to do a song. That was what faced one of our young directors a few weeks ago. The song was 'Over the Rainbow.'

"Now, one way—an acceptable way to do this—would be to stand the girl in front of a painted rainbow backdrop for her song. That would establish the theme of 'Over the Rainbow.'

"But our young man had a truly creative idea which we fully supported. The scene opened with a scrubwoman on her knees scrubbing the floor and cleaning in front of a looking glass against a well-to-do-home setting. As she worked she began humming 'Over the Rainbow.'

"As the drab cleaning woman began dusting the mirror the camera dissolved to show in the looking glass a carefree and smiling young girl, identified as the scrubwoman, dancing lightly through a lavish palace, where servants waited on every hand, happy to defer to her every wish as she moved from one setting to another. As the song, coming from off camera, was concluded the picture dissolved again to show the scrubwoman, her daydream finished, still humming the tune while completing her task of dusting the looking glass."

It might be argued that the candidates finally selected by WTOP-TV's program department show more than mere aptitude or the creative spirit, There are enough obstacles along the way to weed out quickly those who are not driven by esthetic passion, or at the least, a strong singleness of purpose.

The trainee starts out at WTOP-TV as a "floor director" at $40 a week. If the scant pay is not enough to discourage him, he soon finds that his new title is deceptively optimistic. A floor director, as any floor director well knows, moves furniture, props, scenery and does other menial studio chores in unquestioned deference to the whims of the director; he holds "idiot boards" for live tv performers; he cues the talent on time remaining, is responsible for props and sets being available and for convoying talent to the right place at the right time. If this doesn't scare him off, his responsibilities increase and his salary skyrockets to $50 in three months.

When he completes nine months his pay goes to $55 and at the end of 15 months he becomes an "assistant director" at a salary of $60.

For the second 15 months, as assistant director, he moves up to the control booth where he keeps a stopwatch on the live

"Mr. Wonderful" with the Will Mastin Trio starring Sammy Davis, Jr. and Jack Carter

"A PACKED HOUSE EVERY PERFORMANCE"

Viewers for counties around can throw their channel bands away and not miss a trick.

The reason . . . WICU, Erie — the only VHF station within 100 miles. WICU covers 3 states and invades 2 countries. It stars top network and local programming that prompts audiences to rave and rating systems to thrive.

If you buy "by the numbers", WICU delivers ratings consistently 20% and *more* over the national average. If you buy the "track record", then even if your name's Rock Hudson success will spoil you on WICU. Witness the box-office ratings below.

A spot campaign tucked midst WICU's 40's and 50's will rate even higher with the client.

Now's the time to call your Petry man. A reading from his prompt book can guarantee you a "packed house every performance".

A LOOK AT THE BOX OFFICE*

	National	WICU
Big Story	24.7	55.8
People Are Funny	22.1	54.3
Ford Theatre	23.8	54.0
I Led Three Lives	13.8	54.0
Loretta Young	25.0	54.0
Eddie Fisher	9.0	44.3
Medic	25.6	52.3
Truth or Consequences	16.9	52.3
Screen Directors Playhouse	14.7	51.8
Mickey Mouse Club	19.5	33.6

*Telepulse February, 1956

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York, Chicago, Detroit, San Francisco, St. Louis, Los Angeles

studio production below and advises the director on the time necessary to put on given scenes. He previews films and determines their lengths. He performs the research necessary for background in any station presentation and is responsible for procuring props and scenery and having them in place. For these and other chores WTOP-TV pays him a handsome $70 for the last nine months of his training. And all this time he is in the presence of the director, listening to those curt commands which go out into earphones to determine the course of the program. The thought that the time is growing nearer when he will be uttering these same commands acts upon him like heady wine.

As an embellishment to the 30-month course, WTOP-TV sends the trainee to its sister station in Jacksonville, WMBR-TV, for two weeks sometime early in the training period. At Jacksonville, where there are no union contracts to forbid it, the trainee is put through an intensive period of operating technical machinery and equipment which is prohibited to any but union members in the WTOP-TV contract. At Jacksonville, the future director operates cameras and camera dollies, microphone booms, studio lighting gear, turntables for thematic music and the switching of the two to four cameras which cover a live production.

Better Understanding

This two-week period adds a maturity and restraint to the trainee's studio behavior which is easily apparent upon his return to WTOP-TV, to hear Mr. Jones tell it. "Before they go to Jacksonville," he says, "they are sometimes a little haughty and demanding of the technicians. But when they return to Washington they are full of consideration for the limitations of the technician and his equipment. It's 'please do this,' and 'do you think you can move the camera in a little closer, sir.' "

Some of the WTOP-TV daily live shows on which trainees cut their directorial teeth are the *Mark Evans Show,* a one-hour variety program from 9-10 a.m.; *Donna Douglas Show* (2-2:15 p.m.), women's features; *Pick Temple's Giant Ranch* (4-5 p.m.), live and filmed show for children, and two daily 15-minute news and weather shows at 6:30 and 11 p.m.

Weekend shows on WTOP-TV include *Ask-It-Basket* (9-9:30 a.m. Sat.), teen-agers panel show; *Chapel of the Air* (9-9:30 a.m. Sun.), in cooperation with the U. S. Air Force Chaplains Office; *Mass for Shut-ins* (10-10:30 a.m. Sun., 3 of 4 weeks); *Jewish Community Hour* (10-10:30 a.m. Sun., every fourth week); *City Side* (1:30 p.m. Sun.), panel show on local affairs, and, during football season, the Washington Redskins professional games.

WTOP-TV trainees and directors are assigned to all these shows and also to live commercials and programs filmed by the station. The trainees get some network experience when WTOP-TV originates a regular network show, like the Sunday *Face the Nation,* puts on a special program or makes a special pickup for CBS-TV, with which WTOP-TV is affiliated.

Successes in Other Places

Some of the graduate directors of the WTOP-TV school attest to the thoroughness of the training itself and to the station's ability to pick a winner for the course. One is a director in the CBS-TV news department, New York, and another is in film production at CBS-TV; one is production director of a competing station, WMAL-TV Washington, and another is progragm director of WFAM-TV Lafayette, Ind.; two are production coordinators at Warwick & Legler and Young & Rubicam, New York, and one ended up in Hollywood as an actor who has appeared on CBS-TV's *Climax* and *Ford Star Jubilee.*

WTOP-TV's Tom Jones is the first to acknowledge that the idea of a continuous training school for company employes is not new. "But where ours differs," he insists, "is that we are dealing in creative abilities. You can't compare that with teaching a man how to operate a machine or teaching him how to lay brick, or even how to be a better salesman." WTOP-TV management feels, he says, that the success of the station's training program lies in the judicious selection of a prospect who appears to possess the qualities needed by a television director and providing him the proper climate to exercise his creative abilities.

WFNS 'Radio Museum'

WFNS Burlington, N. C., Commercial Manager Harold Nall began collecting old radio and phonograph sets several months ago to see how many could be picked up in the WFNS area. The result was a three-day "Radio Museum" staged by the station during which 500 visitors viewed equipment dating back more than 60 years as well as the latest in high fidelity and stereophonic sound.

Illustrated by photographs of pioneer radio operations (through the courtesy of KDKA Pittsburgh and Mutual), the oldest item on display was a Columbia Graphophone with an 1886 patent date. The oldest radio set shown was a Model 20 Atwater Kent. Guests also listened to a 15-minute tape of some of the voices once (and still highly) popular on radio and newscasts of top moments in the industry's history.

Final phase of the museum featured a demonstration of the latest in sound equipment in the WFNS studios. Sound was traced from early day phonographs to a demonstration of stereophonic equipment.

Also playing an important part in the exhibit were General Manager G. C. (Jack) Starnes, Chief Engineer Charles Stafford and Program Director Dick Bowman.

WMAR-TV's Kavanaugh Dies

EMMETT P. KAVANAUGH, 62, vice president and secretary of the A. S. Abell Co. (licensee of WMAR-TV Baltimore and publisher of the Baltimore Sunpapers), died last Wednesday in Union Memorial Hospital, Baltimore, following a heart attack a week earlier.

Survivors include his wife, Mrs. Katherine Kavanaugh; two sons, Emmett P. Kavanaugh Jr., and Robert Kavanaugh, assistant national advertising manager of the Sunpapers, and a stepson, B. Herbert Reynolds, Sunpapers circulation manager.

A MASTER'S DEGREE in communications is awarded publisher-broadcaster John F. Dille Jr. (l) by the University of Chicago—the first such degree awarded by the university to a newspaper-broadcasting executive. Presentation is being made by Chicago University Vice President R. Wendell Harrison. Mr. Dille is president of Truth Publishing Co., Elkhart, Ind., publisher of *The Elkhart Truth,* and president of WTRC-WSJV (TV), both Elkhart.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In San Francisco They Are Watching Channel 4

And the Best of the Warner Bros. Film Package

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • PETERS, GRIFFIN & WOODWARD

COME HELL OR HIGH WATER

STEMMING from the experience of WTAG Worcester, Mass., during the 1952 tornado and 1955 flood is a booklet explaining each staff member's duties in relation to the whole station operation in time of crisis, prepared by Andy Fuller, WTAG's community service director. For the guidance of other stations located in areas where winds and water may upset normal operations, B•T reprints below a condensed version of WTAG's *Storm Procedure*.

MR. FULLER

GENERALLY SPEAKING

AS THINGS have developed over the past few stormy years, we seem to have settled into two main storm functions:

1. A place for the reception, and then rebroadcast, of emergency announcements;

2. A place where people telephone to get information.

The first function is, of course, the most important. And we should never let the second get in the way of the first. But, we should make every effort to do a good job on the second.

Especially when you're tired, people's foolish telephone questions seem even *more* foolish. But often these people are calling from a tough spot, or they've just been through some rough going. From where they sit, or stand, their question is important. And as long as we're warm and comfortable—with a coffee pot rumbling not too far away—we can afford to be nice to everybody.

Some of the procedures in here may seem unnecessary. It may seem as though "there isn't time" to, say, put your initials—the date—and the time received on the bottom of an announcement taken over the phone. But there's very good reason for that. And if done, it will save much more time later, and also some confusing and embarrassing mistakes.

This handbook is an attempt to make note of some of the things we've learned handling a tornado, some hurricanes, and assorted floods and blizzards. It may be changed in the light of future experience. But for the moment, let's make it the standing operating procedure. If you'll absorb as much of it as you can ahead of time—especially the parts which may apply to you—we'll be able to get organized twice as fast should anything more blow into town.

STORM HEADQUARTERS

News Room

Storm Coordinator

One person should be designated as Storm Coordinator with the job of filtering and checking *all* incoming public service information. He corresponds roughly to the editor of a newspaper who is theoretically responsible for everything in the paper—although in actual practice, it's sometimes hard to make that "everything" an actual fact.

Storm Table

As soon as we go on storm alert, one large table should be set up as the clearing point for *all* storm bulletins, *except* material for use on regular newscasts. Newsmen will continue their usual function as editors and collectors of "news." However, most newscasts will include, or add on, lists of storm announcements. And sometimes these are done by newsmen themselves rather than regular announcers. In this case newsmen will be working with the storm table. But generally speaking: Newsmen do news . . . storm table handles everything else.

The storm coordinator will work at this table and be in charge of keeping things in some kind of order. All announcements will be designated in one of the following seven categories and a folder of some kind should be set up for each:

Work: all announcements giving instructions for employes to report, or not to report, for work.

Cancel and postpone: applies to churches, clubs, veterans' posts, etc. Takes care of fairs, bazaars, outings, weddings, funerals, anniversary parties (if they involve a large number of people), bean suppers and the like.

Public: official and semi-official instructions about important things like water, food, rerouting of traffic, roads closed, health warnings, etc. This will usually come from fire, police, CD, government, health departments and such.

Advice: these are helpful suggestions. They may come from any source; about things like how to siphon water out of your cellar, how to purify water in a suspected well, how to clean and deodorize water-soaked cellars, etc. Good filler material, or material for recurring use.

Locate and safe: personal announcements in which people are either reporting themselves safe, or asking for information about relatives.

General or miscellaneous: This is the catch-all for anything which doesn't fit elsewhere. A man calls and says he has an electric generator he's willing to loan or sell . . . someone volunteers the services of his airplane . . . a person asks for someone with a boat to come and get her at such-and-such an address, etc.

Dead: meaning material no longer to be aired. *Only the coordinator* should put anything into this file. Out-of-date . . . superseded by new information or instructions . . . information transferred elsewhere, etc. All should be saved for the record.

Bulletin Board Wall

Much of our accumulated information can be posted on one or both of the bulletin walls in the newsroom—and thus make it immediately available for quick reference. As noted below—the maps would be on this wall. And we could also post things like important phone numbers, list of dead, list of towns where drinking water must be boiled, road information (in addition to having it penciled in on the map), sample wording of standard announcements.

Telephones

At present, we figure on having three phones set up in the storm room for use exclusively in taking calls from the public. These can be supplemented by additional people on phones in the program manager's office, program department office, and special features. The fourth line into the newsroom is an outside line for news use, primarily.

A Few Useful Items

Useful, but not essential, would be a small supply of rubber date-stamps and stamp pads . . . and some rubber fingertips, for leafing quickly through piles of copy and announcements.

Almost a necessity would be some telephone shoulder rests so phone-takers could talk on the phone and type at the same time.

Maps

We should keep at least two basic maps, preferably black-and-white, mounted on a wall, and overlaid with a sheet of acetate so we could mark them (and change the marks when necessary) with grease pencil.

One should take in the Caribbean area and the U. S. East Coast so we could plot the routes of the hurricanes.

The other should be the Central New England area—showing all roads—on which we could show closed roads, flooded areas, restricted areas, etc.

Map changes should be made *only* by news-

WHICH WAY WILL THE FALLOUT GO?

WEATHER REPORTS forecasting atomic fallout that could be expected in event of enemy attack are being provided radio-tv broadcasters and newspapers in a joint Weather Bureau-Civil Defense Administration service during Civil Defense Week observance Sept. 9-15.

Broadcasters were asked last week to use the forecasts to show the public how radioactive fallout can be a prime danger in case of an atomic bomb attack. The forecasting service was scheduled to start yesterday (Sunday).

As the weekend neared, weather officials were working out techniques to protect against scaring listeners and viewers. This would include explanatory messages, for example, so the public would understand the service was experimental and that no bombs had actually been exploded.

Material for the forecasts is available in regular service now provided by the bureau, which takes upper-air readings four times a day plus two special observations. Upper air soundings are obtained from balloons. They track the winds at various levels, showing direction, speed and intensity. In case of war, it was suggested that atomic fallout reports might be provided as often as every three hours.

While planning for tv coverage of the fallout service had not been completed, it was thought that rough charts could be reproduced on bureau maps that identify areas by number. These could be distributed by messenger since no bureau facsimile service is available. Stations could reproduce the charts on their studio maps, showing cities. Heavy, medium and light intensity areas where fallout would occur under current wind conditions could be sketched quickly on studio maps.

Forecasts for aural broadcasters are circulated on regular bureau teletype circuits.

A bureau forecast would provide material suggesting best directions to take in case of evacuation, showing where intensity of fallout is likely to be heaviest.

men or coordinator, if either is on duty. If not —then at the discretion of whoever's holding the fort.

SPECIFIC FUNCTIONS

NEWSMEN

Prime job is, as usual, collecting and editing material for use on regular newscasts. However, there will be times when they may be involved in the general run-of-the-mill public service calls or notices.

ANNOUNCERS

Announcers will ordinarily be reading the public service announcements. But since they may also do a good many additional things when we're really busy—some of the other sections apply to them—i.e., phone-takers, newsmen, etc.

Lists of Names

Much of our air traffic has to do with the names of people who are announcing that they're safe, or people asking for information about another person. In reading these lists, it's important to say *frequently* what kind of a list you're reading, so that listeners won't have to wait (what seems to them) a long time to know what's going on. Usually, this will take care of itself, because each item will contain an explanatory phrase, and you'll find yourself repeating "safe" or "anyone-knowing-the-whereabouts-of" each time. That's okay. Let the repetition keep coming.

But if we should happen to consolidate a list, and just head the list with a covering phrase, such as "The following people are known to be safe . . .", then the announcer should make it his business to repeat the explanation *frequently* while reading the list. In other words, maybe like so:

"The following people are safe and unharmed" . . . READ OFF NOT MORE THAN 8 NAMES . . . "continuing with the list of people who are safe" . . . NOT MORE THAN 8 MORE . . . "also known to be safe are:" . . . MORE NAMES, ETC.

Spelling Names

As you have often done in the past, if a name is quite confusing or might be misunderstood —better spell it out.

Reading Announcements

We should *never rush* when airing detailed information or long lists of names . . . even though it seems tedious. If we're stuck with an emergency situation, then we're stuck with it, and there's no use hurrying so we can air a record or join the network. Give the information clearly and slowly so that those interested can get it. And a little sensible repetition of key phrases or figures is all to the good.

When Through Reading

All announcements should be returned immediately to the storm table after airing, so they can be sorted for the next read-through.

PHONE-TAKERS

This will probably be the most complicated set of instructions in the book. It's not as bad as it looks. It's a case where when you get it all down in writing, it sort of floors you.

Your Phone-Side Manner

Although you may get tired . . . although you may weary of hysterical cries for help . . . although one ear may be worn flat by the phone receiver . . . Be Sweet. The people calling may be in a tough spot, or have just come from a rough deal, and may often be a lot more uncomfortable or worried than you are. So here in our snug, coffee-scented offices we can afford to give a sympathetic ear.

What may get under your skin is the character who takes the opportunity of an emergency situation to try to get a free plug, or a fast buck. If he should be fluffed, fluff him . . . but still be nice about it. If there's any question, or if he refuses to be fluffed, call the coordinator and let him handle it.

Answering Telephone Questions

DON'T EVER GIVE YOUR OPINION about something you're not sure of! Some examples:

A person telephones from Albany. He has heard that the west side of the city of Worcester was hard hit, and he had relatives living in that section of the city. Do we think those people might have been hurt? Unless we have a specific report on those specific people he's asking about . . . we don't "think" anything! We shouldn't be optimistic or pessimistic. . . . Our answer can simply be: "I'm sorry, but we don't have any report on the people you mention."

Another person phones from Connecticut, where he's been visiting. His home is in Southbridge, and he'd like to get back there to see if it's been damaged. We should certainly give him whatever road information we have, and tell him whatever we know about police regulations on incoming traffic. (Police usually admit no one at first—not even residents.) But if he should say: "Well, everybody knows me in Southbridge—don't you think if I came up

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WAKR IS 1st

*Leading
- DEPARTMENT STORES
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- BANKS
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- AND OTHERS

IN LOCAL AND NATIONAL SALES

Nationally Represented by WEED AND CO.

RADIO-TELEVISION CENTER

853 Copley Road — Akron 20, Ohio

there they'd let me through?" Maybe they would. But we must remain noncommittal. Our answer should be something like: "All we know is what the police have told us" . . . and let it go more or less like that.

Naturally, there will be occasional exceptions —and we'll have to take them as they come. But the main consideration is to refrain from guessing.

Taking Messages

Here's the 1-2-3 of taking down phone messages:

1. Have a blank piece of paper waiting in the typewriter.

2. Use a telephone shoulder-rest, so you can type the message directly onto the paper.

3. When the phone rings, answer "WTAG News."

4. Find out, before you start typing, what *kind* of announcement the person has. This will help you get your order and wording in mind at the beginning and will save unnecessary wordiness.

5. On names with strange pronunciation, write down a phonetic pronunciation *as well as* the correct spelling. This will give the newsmen or announcers a break, since they usually have to read these cold, without a chance to check pronunciation.

6. Next to getting the facts correct, the second most important thing is to add, just after the end of the announcement: your initials, the date, the exact time message was taken.

More than once, this has helped to track down the most recent information on a situation or condition which was in the process of changing. It also helps separate one day's take from the next, when a new shift comes on—especially in the morning. This is one of the items which you may feel "there isn't time for." But let's *make* time for it. It's part of the message.

7. Optional, but very helpful: When the phone-taker takes the completed message out of the machine, it would be good if he would draw a pencil underline beneath the last names or business names involved. This helps later if we get an inquiry about a specific person or work notice, and we have to leaf through the stack of stuff to find it.

COORDINATOR

The coordinator should act as an editor for all public service announcements. *Every* piece of public service paper should pass through his hands—and then come back to him immediately after airing.

He Should:

Check each announcement for clarity and make sure it has the necessary date, time and initials.

Underline the last names, if it hasn't been done.

Write at the top of the page, with large black pencil, the name of the announcement category, such as "safe," "advice," etc.

Keep a skimming remembrance of all information passing before his eyes. Not with the idea of being able to answer questions from memory . . . but so that he can know where to find the piece of paper with the answer.

Accommodate simultaneously as many of the people seeking his attention as possible. He's a little like a short order cook who flops the hamburger order on the griddle—and then starts the next order while the first is cooking —and a third, and a fourth, and so on. He can't afford the luxury of doing just one thing at a time, and finishing up that one thing before going to the next.

And finally the coordinator should be fanatical in his insistence on following "the system." It's the only way of keeping some kind of order during an emergency situation. Restrained haste will get more done than lightning-fast confusion.

An Extra "Locate-Safe" Service

Whenever we have time to catch up with ourselves, there is one service which has, in the past, made a good many listeners feel warm toward the station. Someone takes the pile of "locates" and "safes"—checks one against the other, and then telephones the people who were seeking information, letting them know that their friend or relative is okay. This can only be a "plus" when we're not at peak load—but is a good thing to keep in mind.

ENGINEERS

In addition to the job of just staying on the air, engineering can give some tremendous "plus's" to our coverage.

Short Wave

When the hurricanes flooded the Southbridge area in '55, we had a short wave rig set up in what is now the engineering office. Through it, we got some valuable information from places like the CD net, or from radio hams. It might be good if we kept a list handy of the frequencies of State Police, CD, Worcester Police, etc., so that we could check them frequently for information which we might not be getting through jammed phone lines. If a separate engineer could be assigned to this, he could also keep an ear on a

Standard Wave Set

Through an am radio in the same office, during "Carol," we got some excellent stuff from WESO in Southbridge. For a while it was the *only* kind of contact that area had with the "outside world." We took down a good many messages from WESO and rebroadcast them for the benefit of people in this area who probably couldn't get WESO on their sets, even if they knew where to listen. What we finally did was to team it up with a

Tape Recorder

When WESO was transmitting lists of messages, we would tape them for reference on a machine in the recording office. We then played the tape back, stopping when necessary . . . while a typist wrote out the messages and fed them to announcers.

Telephone Recording

The phone-recording setup in the control room should be set up immediately and automatically any time we go on an alert basis, so that we can capitalize on quick-breaking opportunities. We should be ready to record phone stuff whenever we make a contact—since call-backs may be impossible as the lines get jammed.

COMMERCIALS

Someone on the decision-making level should be on the premises at all times to guide programmers on killing of programs, cancellations, cut-outs, moving spots, scheduling paid "public service" spots (such as a company that wished more frequent airing of an announcement than they'd get in the regular rotation), and other commercial considerations.

It's well understood that in extreme emergency, there's no question—commercials are killed. But as things begin to slack off, there

pick a polka

when the accent's on the skippy, skimming music of the polka, folks know Sesac's tunes will win in a whirl.

And whirling polkas in Spectacular Sound are now available separately in Sesac's "P" Series.

featuring 108 selections with Walt Jaworski Walter Solek

$5 a month

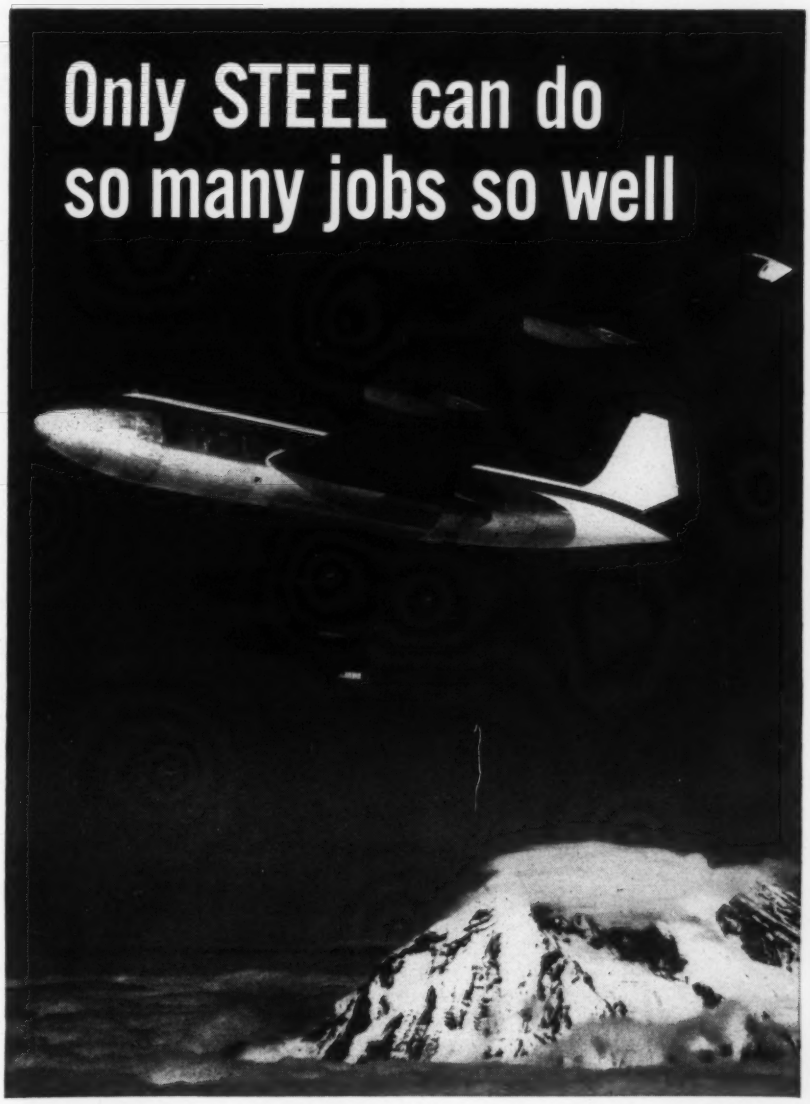
send for prepaid audition discs

THE sesac TRANSCRIBED LIBRARY

(now available in sections)

THE COLISEUM TOWER ■ NEW YORK 19

Only STEEL can do so many jobs so well



On Top Of The World. Boeing's 707 Jetliner looks down on the mountain tops as it flies far above the clouds. USS steels are widely used in this proud new airplane—in control cables, engines, landing gears and countless other places.

Now—A Non-Stick Slide. Remember how you used to stick on playground slides because they would rust? One manufacturer builds the slide out of USS Stainless Steel, and it stays bright and shiny in any kind of weather.

Made For Tough Nuts. It's a geared nut tightener (and loosener) made for heavy-duty use. The device uses Shelby Seamless Mechanical Tubing for maximum strength. USS Shelby Tubing is actually pierced from a solid billet of fine steel. The tubing is hot worked and forged in the process, and it contains no welds.

UNITED STATES STEEL

This trade-mark is your guide to quality steel

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . ***Divisions of*** **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-2458

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

comes a time when it becomes a matter of policy whether public service still takes precedence over commercials.

AND SO FORTH'S

There are other things which need to be done, which we can take care of as manpower —or *woman*-power (!!!)—becomes available. Such as: coffee-makers, typists, foot messengers, paper-go-getters, sandwich-fetchers, and such. But there's no need of hard and fast rules about it. The harder the rule—the faster it changes!

REASSURANCE BULLETINS

It's clear enough what our function is when there's a storm or other general foul-up. But since this area has been so often terrified by bad weather in the past few years, people are awfully jumpy.

So we have another job—that of trying to calm people when there's no need to get excited. Here are two sample formats for announcements which we have found need for—more than once—in the past. Use them when the situations come up again:

Hurricane-type Storm Approaching

. . . and there's a possibility that it *may* hit this area: These should probably be started when the storm is somewhere near Atlantic City, and on a half-hourly or hourly basis. As the storm gets closer—we'll probably want to use more frequently, maybe even every quarter-hour.

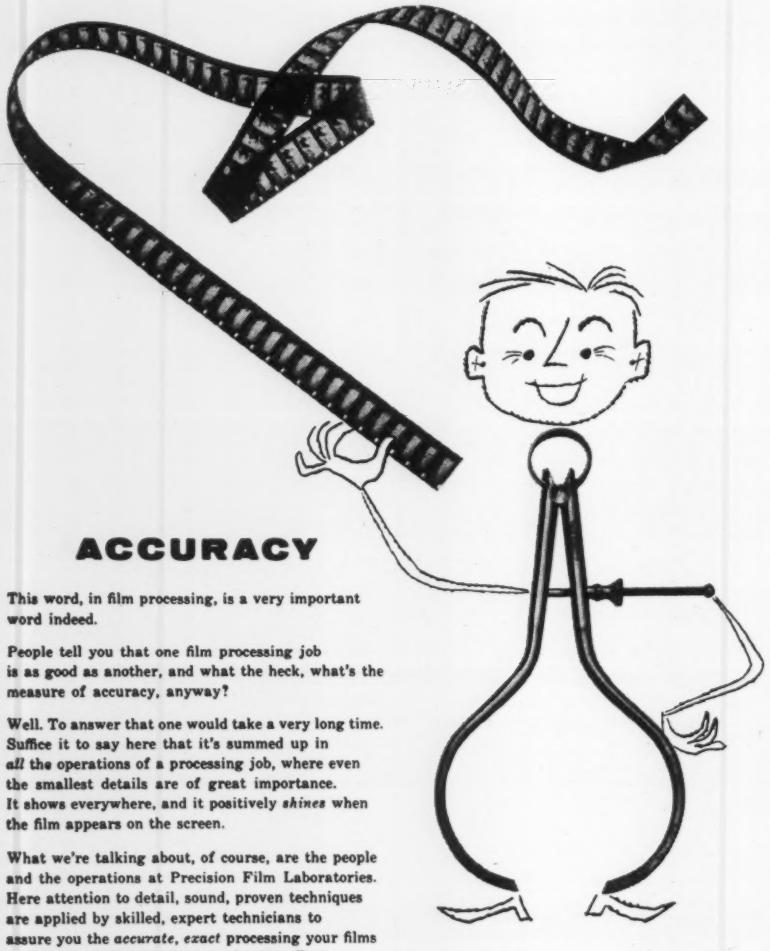
"This is the station for the latest weather news . . . WTAG (AM and FM) Worcester. As of this moment . . . the weather bureau reports hurricane (NAME) at (LOCATION). Every (half-hour) WTAG will keep you informed of the latest weather conditions as they come off our direct wire to the U. S. Weather Bureau. We will, of course, interrupt any program *if* it should become necessary."

Sky Ominous, but no Storm Approaching

There have been days when weather conditions, and the look of the sky were the same as June 9, '53! This has a terribly unsettling effect on folks. The sentence in parenthesis is for those times when there have been published reports of tornadoes in, say, Kansas or somewhere out West.

"This is the station for the latest weather news . . . WTAG (AM) and FM) Worcester. As of this moment . . . the weather report for Central New England is for severe storms *only*. There is no indication of any condition more serious than this. (There have been reports of other types of weather for other sections of the country . . . but as of the moment, they do *not* apply to this area.) It will be extremely helpful if you do *not* telephone for information. WTAG is in contact with the weather bureau by direct wire . . . and we will keep you informed of the latest bulletins as soon as they come in, interrupting programs if necessary."

In the interests of serenity, please note that we do not preface these announcements with "We delay the start of the next program—." That phrase too often means trouble, and this information is not a warning. It's meant to calm people.



ACCURACY

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the *accurate, exact* processing your films deserve to justify your best production efforts.

Accuracy is a must for TV – for industrials – for education – for *all* movies.

you'll see **and hear**

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER INC

In everything, there is one best . . . in film processing, it's Precision

Air Waves Buys Building

AIR WAVES Inc., owner-operator of WJOC Jamestown, N. Y., has purchased the Pri-Ad Building, 415 West Fourth St., that city, it was announced last week by Harold P. Kane, president-general manager of WJOC. Mr. Kane said that the purchase was made to meet the expanding needs of the radio station and "any other venture that Air Waves may embark on." The price of the building was not revealed.

GENE JENKINS, KLZ-TV Denver engineering director, describes the features of that station's control board to (l to r) Tom Morrissey, Denver consulting engineer, and Dr. Saburo Matsuo, director of engineering of Nippon Broadcasting System, Tokyo, and Nobutaka Shikanai, managing director of the system. Messrs. Matsuo and Shikanai are studying the adjacent channel operations of ch. 7 KLZ-TV and educational ch. 6 KRMA-TV Denver and other U. S. telecasting equipment and methods.

Emanuel Hochman, Vice-President and General Sales Manager, Bulova Watch Co., tells how:

"We put radios into the diamond business!"

"We've put Bulova Radios into 17,612 jewelry stores – and captured a large share of the radio business!

"But we couldn't have done it without Air Express!

"Parts come from 180 different suppliers via Air Express for assembly. Production schedules are always tight – Air Express gives us valuable leeway which we regularly need.

"In fact, we often make use of Air Express to deliver finished radios to our retail outlets. And we never miss a date.

"Air Express took our new business 'off the ground' – keeps us the fastest-growing radio company in America!

"Yet, most of our Air Express shipments cost less than with any other complete air service. 10 lbs., for instance, New York to Jacksonville, Florida, is $4.42. It's the lowest-priced complete service by $1.32!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

Other Area Outlets Invited To Share KRON-TV Tower

DETAILED PLANS now are being drawn for a 898-ft. tower which KRON-TV San Francisco plans to construct on San Bruno Mountain only a few hundred feet from the station's present antenna site, according to Harold P. See, the station's general manager. KRON-TV filed an application with the FCC July 23 seeking a construction permit for the project.

According to Mr. See, "since San Bruno Mountain is generally regarded by engineers as the finest broadcasting spot in the area, KRON-TV plans to make the site available to other local television stations by inviting them to locate their antennas on the station's projected tower." This invitation will be extended to those video outlets now operating as well as to those which may come into existence in the future, he said.

"Although the FCC has no present rules on the subject, the body already has expressed the thought that it would be desirable to encourage the grouping of such facilities into 'antenna farms' as a means of minimizing hazards to aviation," Mr. See stated.

Disc Jockeys to Convene

MORE than 2,000 disc jockeys, music publishers, record company representatives and others are expected to attend the fifth "National Disc Jockey Festival" to be held jointly Nov. 9-10 by the *Grand Ole Opry* and WSM Nashville. Among special features slated for the festival will be a four-hour broadcast on WSM sponsored by Prince Albert tobacco.

...EVERY MONDAY!

BROADCASTING TELECASTING

AT THESE NEWS STANDS:

NEW YORK CITY:

444 Smoke Shop
444 Madison Avenue

New Weston Hotel
32 East 50th Street

CHICAGO:

Post Office News Company
37 West Monroe Street

London Guarantee Newsstand
360 North Michigan Avenue

HOLLYWOOD:

Universal News Agency
1655 North Las Palmas

World News Co.
1652 No. Cahuenga Blvd.

Louis Steinberg
1458 No. Gower St.

WASHINGTON:

National Press Bldg.
14th and F Streets

Henderson News Co.
14th and New York Ave.

Mayflower Hotel
Connecticut and DeSales

PHILADELPHIA:

Frank E. Elster News Agency
N.W. Corner 13th & Market

WILKES-BARRE:

Leo Matus
42 Public Square

SAN ANTONIO:

Alamo News & Book Store
507 E. Houston

HOUSTON:

Malone Newsstand
918 Texas Ave.

SINGLE COPY

B•T **35¢** B•T

Kinescope as Evidence

A KINESCOPE made by KING-TV Seattle of this year's Gold Cup boating race at Detroit will be used as evidence in determining the winner of the race.

Frank Foulke, chairman of the American Powerboat Assn., said last week that a hearing committee would have to be named and protests studied before the 16-member boating association determines whether to award the cup to Seattle's *Miss Thriftway* or Detroit's *Miss Pepsi*.

The official scorer at the Sept. 1 race in Detroit gave *Miss Thriftway* 1,369 points to 1,300 for *Miss Pepsi*, but 15 minutes later, race officials announced *Miss Thriftway* had been disqualified for hitting a marker buoy and "destroying it." Protests followed, however, and Lee Schulman, KING-TV producer, said the station's film shows the buoy was standing "in place" a lap after race officials said *Miss Thriftway* had destroyed it.

WRCA-TV Buys UA Features

PURCHASE by WRCA-TV New York of a package of 39 feature films from United Artists Corp. was announced last week by William N. Davidson, station manager of WRCA-TV. No purchase price was disclosed for the films, all of which were produced after 1948, according to Mr. Davidson. Thirteen are in color. Included in the package are: "Melba," with Patrice Munsel; "Top Banana," with Phil Silvers; "Sabre Jet," with Robert Stack; "Island of Desire" with Linda Darnell, and "Fort Defiance," with Dane Clark.

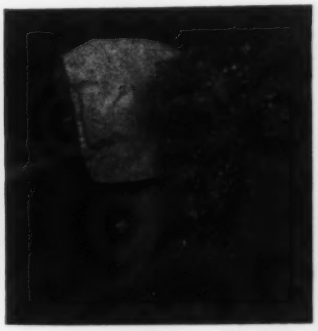
KTVH (TV) General Manager Howard O. Peterson (l) greets *Minneapolis Star & Tribune* executives Joyce A. Swan, executive vice president-general manager (bottom of steps), and Otto A. Silha, vice president-business manager, as they arrive in Wichita in the newspaper-owned DC-3 for a series of conferences with KTVH officials. *Minneapolis Star & Tribune* owns 80% of Wichita-Hutchinson Co. Inc., licensee of KTVH. Mr. Swan is president of the broadcast company; Mr. Silha, vice president.

WHAT ARE THEY LOOKING FOR?

TO THE unsuspecting observer, the attitudes of the citizens portrayed on this page might look symptomatic of mass madness. He'd be only half wrong.

All the people here have two things in common. They were looking for the same object, and none of them found it. It wasn't between the bricks, or under the benches, or in the grass, or behind the sign. It certainly wasn't beneath the tail of the fish. Neither was it behind the bush. The girl barefoot in the rain didn't find it. Nor did the man in the revolving door. For that matter, "uncounted thousands" didn't find it.

One did. To see what it was that caused all the commotion, turn the page.



CHANNEL 5
WKRG TV
MOBILE
DOMINATES
GULF COAST
ALABAMA
MISSISSIPPI
& FLORIDA
WHERE:
a million people spend
a billion $. They look &
listen day & night to
WKRG-TV
with its CBS-ABC &
film shows. Local live
wrestling—the nations
best cooking show—the
best news show in the
world (or any other place)
Good Kid shows
WKRG is GOOD
GOOD
GOOD
CBS
CHANNEL
WKRG-TV 5
Avery Knodel

WHAT ARE THEY LOOKING FOR?

THEY'RE AFTER WRCA'S $1,000

CHANCES ARE that if money doesn't grow on trees, it's only because WRCA New York hasn't yet gotten around to hiding one of its redeemable $1,000 gift coupons in the foliage.

Since the station's "Finder's-Keeper's" giveaway craze was launched July 23—on its early-morning (6-10 a.m.) Bill Cullen show, *Pulse*—WRCA has "bestowed" seven $1,000 "bills" to that many finders (out of uncounted thousands of searching New Yorkers). This week, citizens are hot on the trail of the eighth.

The station's management has been making the contest *just* hard enough to circumvent any possible charge that WRCA is conducting a lottery. Each weekday—Monday through Friday—Mr. Cullen spins out a series of progressively changing (to the easier) clues set to rhyme designed to give the location of the loot. Should the money be found before the end of a given week, no further bills are stashed away until the following Monday. Deadline is noon each Friday.

Although WRCA-AM-TV promotion chief Max Buck is credited with being the brains behind the gimmick, Mr. Buck says Todd Storz' Mid-Continent Broadcasting Co. came up with the idea in the first place earlier this year. The unsung hero of the station's drive to enlarge New York's leisure classes by at least one citizen a week is an anonymous post on WRCA's continuity staff. This poor soul, author of the clues, allegedly hasn't been home for close to two months, and spends his waking, eating and sleeping hours in splendid isolation, locked up in a New York hotel room with not even a telephone with which to ask for room service. Only he, and a bonded private eye specially hired by Mr. Buck to "plant" the $1,000 bill each week, know of the money's whereabouts.

It's been a mad summer, all right. Not only have the station's efforts been "loused up," to quote one official, by scads of counterfeit bills and bogus clues, but the cops have been heard from—more than once, although unofficially. One of New York's Finest, a bunion-scarred veteran of the gang-wars that used to erupt once in awhile during the speakeasy days, said recently, "Owney Madden's boys had nothing on these jerks," indicating with a scornful crook of the thumb a cluster of money-mad burghers climbing over the massive lions that decorate the city's main public library and tearing up the sod like so many cocker spaniels.

The money has turned up in some of the oddest places: inside a hollow bar of a Coney Island subway station turnstile, behind a toll-rate card in a Grand Central Terminal phone booth, inside the belly of a metal fish ornamenting Manhattan's Battery Park, under the very feet of William Cullen Bryant's stone edifice, to name but a few.

A coupon hidden within the vast confines of Rockefeller Center brought out the largest crowds. Nary a leaf in the area's neatly-manicured gardens was left untouched, but it took the native faculties of a 15-year-old Bronx butcher's apprentice—happily named "Marty" (Visconti)—to locate the item tucked behind the slots of a ventilator grill under the main Rockerfeller concourse. Young Mr. Visconti said he spent the 28 minutes on the subway between his home and midtown Manhattan deciphering the following clue:

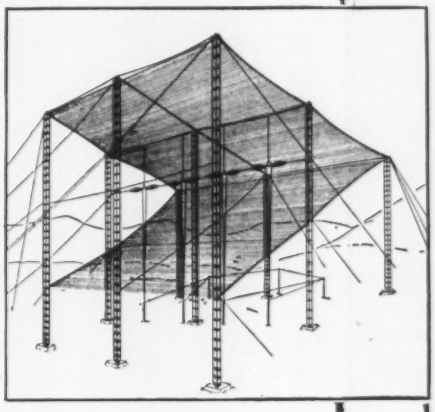
"There's many a ledge with water nearby, but fish for me where it's warm and dry, the 'rock' in my name should give you a clue, so come on, fellers, it's up to you."

What did Marty do with money? Go out on a spree? Heavens, no. He went back home on the subway, gave Momma the money and plopped back into bed, his morning chore done.

FINDER Marty Visconti displays his $1,000 gift coupon with m.c. Bill Cullen, whose *Pulse* program hides one somewhere in New York every week.

ONE IF BY LAND... TWO IF BY SEA...

38* IF BY AIR!



TOWER'S DEW LINE INSTALLATIONS GUARD US AROUND THE CLOCK

Paul Revere had a snap when it came to warning the countryside of impending attack. A fleet-footed horse, a feeble lantern or two, and a sharp eye cocked seaward were all that he needed to alert an infant nation's defenses. Today, danger moves swiftly on lightning wings, from any direction. Our security is measured not with an hour glass . . . but with a stop watch!

TOWER designed, fabricated and erected major elements of the Distant Early Warning (DEW) line spanning the frigid wastes of northern Canada. Instant warning of any aerial attack is flashed from this radar barrier to assure our nation of those precious extra seconds.

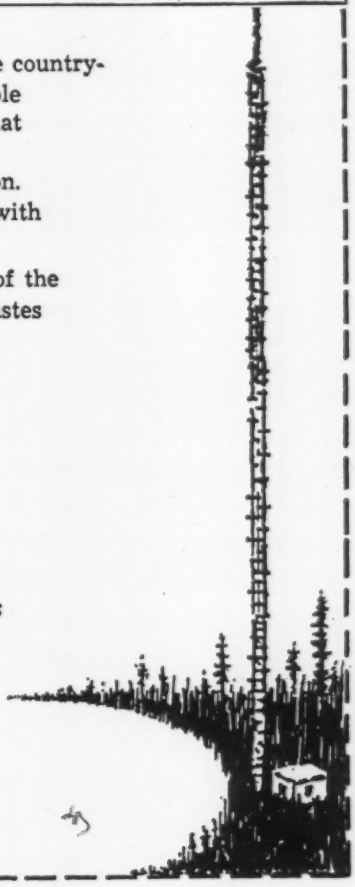
Write for free illustrated booklet

TOWER

tower fabricators and erectors the world over

CONSTRUCTION CO.

Sioux City, Iowa



**fictitious figure . . . actual number is classified information*

More FARM FAMILIES LISTEN TO... BELIEVE IN... AND ARE INFLUENCED BY KWTO RADIO THAN ANY OTHER RADIO STATION IN THE TWO BILLION DOLLAR OZARK MARKET!

WHY?

Because **only** KWTO maintains a full-time Farm Service Director and Assistant . . . a modern experimental farm . . . a policy of programming that works for and with farmers, County Agents, Home Economists, 4-H and Future Farmers and AG students to keep them constantly informed and entertained.

FOR PROOF OF KWTO LEADERSHIP AND COMPLETE INFORMATION, CALL, WIRE, WRITE:

KWTO The Ozark's Farm Service Station

1121 S. Glenstone - Springfield, Mo.

"Home of the OZARK JUBILEE"

■

Represented Nationally By JOHN E. PEARSON CO.

New Executive Assignments Made by Gordon Broadcasting

NEW ASSIGNMENTS for two executives and two air personalities of Gordon Broadcasting Co. have been announced by Sherwood R. Gordon, president. The company operates WSAI Cincinnati and WILD Birmingham.

Charles A. Black, vice president and managing director of WILD, has returned to WSAI in the same capacity. He had been a member of the WSAI staff for 13 years prior to moving to Birmingham last winter.

Thomas W. Thuman, since last January vice president and director of sales at WILD, becomes new managing director for that station. He formerly was national sales manager at WSAI.

Bill Burns, music director and air personality at WSAI, moves to WILD as program director and will continue on-the-air assignments there. Tom Clay, formerly a disc jockey at WILD, will take over Burns' shows at WSAI.

Ohio Firm Adds Stations

OHIO Stations Representatives, Cleveland, Ohio, which was formed in July, now represents 27 stations, according to Leonard F. Auerbach, owner-manager. The latest additions include WFAH Alliance, WICA Ashtabula, WAVI Dayton, WEOL Elyria, WPTW Piqua, WTOL Toledo, WHHH Warren, and WHOT Youngstown, all Ohio, and WJET Erie, Pa.

REPRESENTATIVE SHORT

Harrington-Richards (Div. of Fletcher D. Richards Inc.) has opened new offices at 58 Sutter St., San Francisco 4.

REPRESENTATIVE PEOPLE

Garrett E. Hollihan, sales manager, ABC Radio's Western Div., L. A., named to radio sales executive staff of Los Angeles office of Edward Petry & Co., station representative.

Lenn Curley, formerly radio-tv director and account executive with several San Francisco advertising agencies, to San Francisco office of George P. Hollingbery Co.

STATION PEOPLE

Jim Hamstreet, general manager, KPUG Bellingham, Wash., to KAYO Seattle as station manager. **John DiMeo,** assistant manager, KPUG, to manager. **Al McDonald,** KAYE Puyallup, Wash., to KPUG as sports director and account executive.

W. O. Mogge, Alabama district sales manager, Joseph Schlitz Brewing Co., to WAPI Birmingham, Ala., as manager of radio sales.

MR. MOGGE

Armand Grant, assistant general manager and director of sales, WAAM (TV) Baltimore, resigned effective Sept. 21. He will announce future plans at that time.

Saxie Dowell, disc jockey, WGN Chicago, resigns Oct. 1 to assume partnership and performer role at KPOK Scottsdale, Ariz. **Eddie Hubbard** takes over his nightly record show at WGN.

Jim McNamara, assistant program director, WALA-AM-TV Mobile, Ala., appointed national sales manager. **John Dixon,** WALA-TV announcer, to assistant program director, WALA-AM-TV.

Mrs. Annie Lee Small, promotion and merchandising manager, WCSC - AM - FM - TV Charleston, S.C., appointed to additional duties as national sales manager of WCSC.

MRS. SMALL

Jerry Gordon, sales manager, KCSJ-TV Pueblo, Colo., to WWNH Rochester, N. H.

Stephen Q. Shannon, continuity and production staffs, KPHO-TV Phoenix, Ariz., named promotion-publicity manager of KPHO-AM-TV.

Byron Dowty, program director of KDKA-TV Pittsburgh, named program manager of KFMB-TV San Diego, Calif.

Harry Downie, disc jockey, WICC Bridgeport, Conn., named program director, succeeding **Bob Crane.** Latter has joined KNX Hollywood as replacement for **Ralph Story,** who recently assumed m.c. duties of CBS-TV's *The $64,000 Challenge.*

Dean Naven, news director, KMA Shenandoah, Iowa, named program director. **Warren Nielson,** KMA staff, named production director.

Bob Andrews, KTSM El Paso, Tex., to KEYT (TV) Santa Barbara, Calif., as account executive on local sales staff.

Lee Montgomery, KIKI and KHON Honolulu, to sales department of KGMB Honolulu.

Julius Talton, WHBB Selma, Ala., to WAPI Birmingham, Ala., as special account executive.

Herbert W. Lester, sales and sales promotion departments, Michigan Hospital Service, to WJR Detroit sales staff.

Fred Clampitt, *Cincinnati Times-Star,* and former news editor of WIOD Miami, Fla., to WFLA-AM-TV Tampa, Fla., as director of news and special events.

Eddy H. Chappelear, communications student, American U., Washington, D. C., named assistant program director, WWDC Washington, succeeding **Charles Bibby,** resigned to complete studies at Washington & Lee U., Lexington, Va.

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS

Where local "know-how" delivers the local touch.

PORT HURON, MICHIGAN

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

Phyllis Ivers, assistant promotion manager, KPTV (TV) Portland, Ore., named executive secretary-office manager.

Jack Hessler, who returned recently to WKRC-TV Cincinnati after four years Navy service, named continuity director.

Addley Gray, WTVO (TV) and WRRR Rockford, Ill., to WINN Louisville, Ky., as continuity director.

Brod Seymour, news director and chief announcer at WEHT (TV) Henderson, Ky., and WEOA Evansville, Ind., to staff of WSAZ-TV Huntington, W. Va.

Ted Haas, traveling tape reporter for show heard on KMMJ Grand Island, Neb., and KXXX Colby, Kan., to KOA Denver for nightly interview show.

Jack Pyle, WRCV Philadelphia, to WIP there for daily afternoon show.

Hal Childs, sports editor, KPTV (TV) Portland, Ore., to KOIN Portland, for sports show.

Roger Sklar, assistant continuity director, WOOD Grand Rapids, Mich., to WOOD-TV director.

Dave Lane, women's show commentator on CBS-owned stations in St. Louis, San Francisco and Chicago, to WLW Cincinnati for show connected with reactivated WLW Consumer Foundation.

Jack Murphy to news staff of WHIL Medford, Mass.

John M. Comley Jr., formerly with WMMW Meriden, Conn., to WKNB West Hartford, Conn., as staff anouncer.

Patricia Searight, program director, WTOP Washington, traveling in France on assignment as special news correspondent for French Government Tourist Office, N. Y., which will distribute her tape reports on national basis. She continues with WTOP.

Bill Moyers, assistant news editor, KTVC-AM-TV Austin, Tex., taking one-year leave of absence to study communications history at U. of Edinburgh, Scotland, on Rotary International scholarship.

Joan Fisher, promotion manager, WICC Bridgeport, Conn., married Sept. 2, to Harold Komisar of New Haven, Conn.

Margret McDonald, director of publicity and promotion, WBAP-AM-FM-TV Fort Worth, Tex., and tv personality, married to Dr. Raymond J. Rimmer.

Miriam Stevenson, program hostess, WIS-TV Columbia, S. C., and Miss Universe of 1955, married to **Don Upton,** WIS-TV announcer-weather man, Sept. 8.

Joe Kelly Jr., announcer, WSBT-AM-TV South Bend, Ind., father of boy, Gavin Michael.

Dick Lamoreaux, production manager, WOOD-TV Grand Rapids, Mich., father of girl, Kathleen.

Frank Allen, disc jockey-announcer, WOW-AM-TV Omaha, Neb., father of girl, Frances Irene.

Ken Reid, cameraman, KSBW-TV Salinas, Calif., father of boy, David.

Joseph A. Lynch, 25, sportscaster, WBRY Waterbury, Conn., died Sept. 3 at Clifton, N. J., home of his parents.

Advertisement

From where I sit
by Joe Marsh

Why Not A "Vacation Swap"?

The Bud Jenkinses have guests from New York City on their farm—a Mr. and Mrs. Freeman and their two children. It's part of a "vacation swap" and sounds like a good idea to try.

"We stayed at the Freemans in New York last fall," Bud says. "Had a grand time . . . didn't spend a cent for hotels. Now it's time to pay them back. Believe me, they're not going to lift a finger except to have fun.

"Most city folks are glad to escape to the country for a couple of weeks in the summer," Bud went on—"especially when it only costs them transportation. Next year we swap vacations with a New Orleans family."

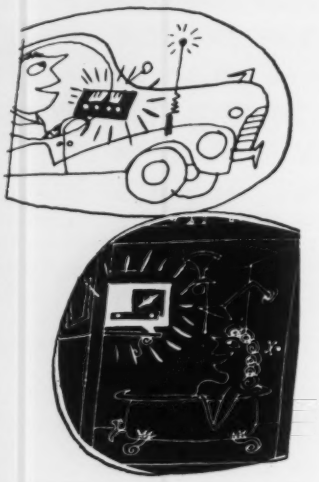
From where I sit, it's a fine example of how people can co-operate. And we all *can co-operate by respecting the other fellow's preferences. I've heard people talk because they didn't approve of a neighbor's choice of beverage! (They liked tea, while he preferred a glass of beer.) Whether we share the same house or the same community, "minding" other people's business is not the American way.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

RADIO SELLS

no matter *where* people may be!



*Politz finds...**

...that RADIO acquires its huge audience because it is always available to people at all times, in all places and no matter what else they may be doing. These millions in radio's daily audience listen for an average of 3 HOURS per adult listener, PER DAY!

In Southern New England—where the average income per family is 14% above the U. S. average—between 7 and 10 A.M., 63.3% of adult radio listeners are in the kitchen. Another 17.2% are in automobiles. Almost 4 TIMES as many are listening to WTIC as to any other station serving the area.

* Alfred Politz Research, Inc.

For complete information on this rich Southern New England Market...

call CHRISTAL

or write directly to

WTIC
HARTFORD
CONNECTICUT

Canadian Agencies Put 25.4% Of All Billings in Radio-Tv

COMMISSIONABLE billings of Canadian advertising agencies last year totaled $174,924,772, of which television accounted for $23,614,854 or 13.5% and radio $20,816,048 or 11.9%. This compares with $8,495,687 or 5.5% for television and $23,787,920 or 15.4% for radio in 1954. The figures are from the Dominion Bureau of Statistics report on Canadian advertising agencies.

Of the total commissionable billings last year, 11 agencies of the 104 accounted for $106,716,207 in billings. These agencies, each with total billings of over $5,000,000, had 15.4% of their billings in television and 11.5% in radio.

Last year there were 20 Canadian agencies doing less than $100,000 in billings for a total of $726,845; 35 doing between $100,000 and $500,000 for a total of $8,733,039; 14 doing between $500,000 and $1 million for a total of $9,700,124; 19 doing between $1 million and $2.5 million for a total of $29,807,452; and 5 doing between $2.5 million and $5 million for a total of $19,241,105.

Give Back Our Commercials, Plead Panamanian Viewers

CRITICS of that oft-maligned institution, the television commercial, take note: Panama's television audience is howling because there is not a tv commercial to be found in the Canal Zone.

The U. S. Armed Forces Radio & Television Service inaugurated tv broadcasts in Panama last May, using mostly films and kinescopes of popular U. S. programs with built-in commercials. The Panamanian government became "concerned," according to United Press, "when thousand of Panamanians bought tv sets and began to free-ride on the broadcasts intended for their American military and civilian neighbors in the Canal Zone."

In a formal diplomatic note, Panama claimed the commercials competed with its radio stations and possible future television station. AFRTS agreed to eliminate the commercials and in their place inserted musical interludes. Thereupon followed the deluge of demands for tv commercials.

CFCM-TV Plans to Seek All-English Tv Station

CFCM-TV Quebec City, Que., plans to apply to the Canadian Broadcasting Corp. for an all-English language television station, since the station has been placed on the CBC French-language tv network and now is unable to carry direct any of the English-language Canadian and United States network tv shows.

Prior to this fall CFCM-TV was able to schedule a large number of English-language network tv programs under CBC policy which then allowed optional use of French or English programs on Quebec provincial stations.

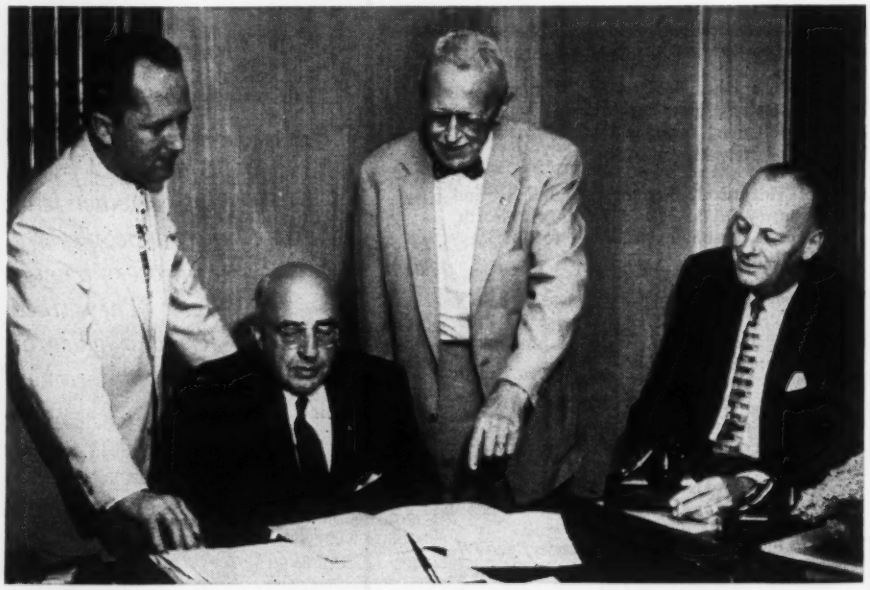
Associated-Rediffusion Plans Facilities Cutback

ASSOCIATED-REDIFFUSION, London, has announced a cutback in technical facilities to be effected Sept. 14. This includes the closing of three studios, placing another in reserve, cutback in remote units to two and closing of telecinema at the firm's Television House.

In making the announcement, A-R expressed regret that "it is not, at this time, in a position to expand its programs so as to keep in its employ all the staff who have worked so well to get it (A-R programming) on the air with such success." The programming contractor said its share of the Monday-Friday transmissions in London will be approximately 65%.

Pye Plans Syria Station

PYE LTD. plans to install complete televison facilities, studio and transmitter, in Damascus, Syria, this month for the coming International Fair there. The transmitter, which will use the 625-line system, is to operate on ch. 8.



WINSTON N. FRECKER (l), executive director of Amalgamated Tv Services Pty. Ltd., Australia, is learning American tv operations during a two-month visit at WHO-TV Des Moines, Iowa, under the International Educational Exchange Service of the Dept. of State. Showing Mr. Frecker the WHO-TV operating procedures are (l to r) Ralph Evans, executive vice president, Central Broadcasting Co. (WHO-AM-FM-TV); W. W. (Woody) Woods, assistant manager, and Paul A. Loyet, vice president and resident manager.

Ban Movies for Tv

A WEST GERMAN organization of distributors of theatrical films, Verband der Filmverleiher, has placed a ban on the sale of featurelength movies to German tv stations. Sequences from feature movies may be shown, however, if they are under six minutes. Short subjects may be shown on tv only if they are of "older vintage" and less than 20 minutes in length.

French Language Group Meets

PROBLEMS OF French language radio and television stations will be aired at this week's annual meeting of the French Language Assn. of Radio & Television Broadcasters, opening today (Monday) at Alpine Inn, Ste. Marguerite, Que., and continuing through Wednesday. David A. Gourd, CKRN Rouyn, Que., is chairman. Station managers from all parts of Quebec province and advertising agency executives from Toronto and Montreal will discuss sales and program problems at panel sessions.

Germans Show Tv Sets

TWENTY West German set manufacturers are exhibiting a total of 110 different television set models at the current Television Show in Stuttgart. They expect to make a total of 550,000 sets in 1956, compared with 340,000 last year and an estimated 750,000 for 1957. Monthly set sales in West Germany are now between 20,000 and 30,000. German manufacturers admittedly are courting the U. S. as a market more than ever before and will export a total of 1.5 million sets during the current year.

INTERNATIONAL PEOPLE

Bruce M. Pirie, commercial manager, CKRC Winnipeg, Man., to manager, western division All-Canada Radio & Television Facilities Ltd., Winnipeg. **Robert F. Tait,** western supervisor of All-Canada Radio & Television Facilities, Winnipeg, to assistant manager of CKRC Winnipeg.

J. L. Sayers, general sales manager of CKWX Vancouver, N. B., to manager of CFUN Vancouver.

William O. Steer, formerly of MCA-TV Canada Ltd., and All-Canada Television, both of Toronto, Ont., to national sales supervisor, Screen Gems (Canada) Ltd., Toronto.

Rick Campbell, formerly announcer of CBLT (TV) Toronto, Ont., to broadcasting manager of Breithaupt, Milsom Ltd., Toronto, new advertising agency.

Kenneth P. Jensen, sales staff of CKXL Calgary, Alta., to sales staff of CKDA Victoria, B. C., replacing **T. J. O'Neill,** who becomes program director of CKDA.

John F. Hirtle, CKBW Bridgewater, N. S., elected president of Atlantic Assn. of Broadcasters. **J. A. Manning,** CKCL Truro, N. S., elected vice president, with **Jack Lewis,** CKEN Kentville, N. S., and CFAB Windsor, N. S., as secretary, and **Geoff Stirling,** CJON-AM-TV St. John's, Nfld., as treasurer.

INTERNATIONAL SHORT

CHED Edmonton, Alta., appoints Stephens & Towndrow Ltd., Toronto, representative.

EDUCATION

RCA to Give Scholarships, Fellowships to 53 Students

RCA, which for 11 years has been granting aid to college students and institutions, will award 20 fellowships and 33 scholarships to 53 students this fall, Dr. C. B. Jolliffe, RCA's vice president and technical director, reported Tuesday. Under the provisions, $117,900 will be distributed among 30 or more colleges and universities in 20 states and the District of Columbia.

The grants include 10 graduate fellowships to students now studying in the fields of science, industrial relations, dramatic arts and music, and 10 newly-established David Sarnoff fellowships for RCA employes selected to study for advanced degrees, six of which will be in science, three in business administration and one in dramatic arts. Each fellowship provides full tuition costs, $2,100 living expenses and $750 as an undesignated gift to the university attended by the student. The average fellowship's worth is set at $3,500. The 33 scholarships (each providing an $800 grant) will go to 20 undergradutes and to four students now enrolled at RCA institutes for advanced study at individually-selected colleges.

'Report From Japan' to Debut

A SERIES of 15-minute programs recorded in Tokyo by writer-producer John Lerch and entitled *Report From Japan* is scheduled for fall release over stations of the National Assn. of Educational Broadcasters.

The taped series, which is made up of 12 programs, features discussions with political and artistic leaders and is designed to shed additional light on the basic problems of Japanese life and economy.

Mr. Lerch is in Japan as radio production supervisor with the Voice of the United Nations Command, operated by the Army Psychological Warfare Dept. in Tokyo.

Tv Can't Replace Class—AFT

MASS education by tv as a substitute for professional classroom techniques was opposed by the American Federation of Teachers at its recent convention in Pittsburgh. The union recognized the value of tv as an audio-visual aid to teachers but contended its value ended at that point.

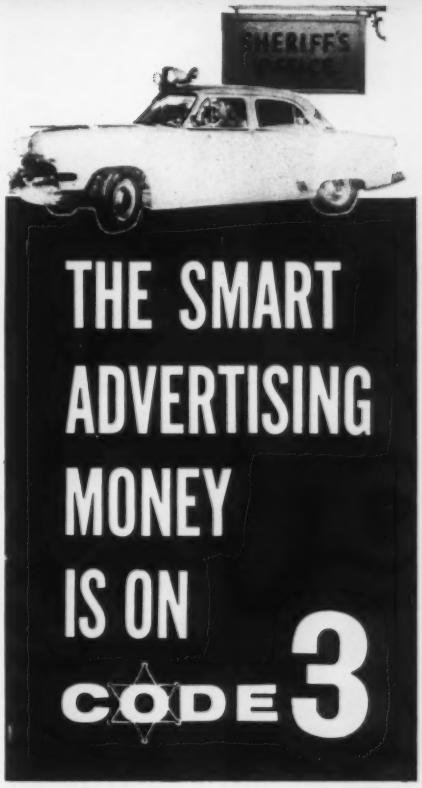
WQED (TV) Boosts Power

WQED (TV) Pittsburgh, educational outlet on ch. 13, increased its power from 25.07 to 138 kw with a special program Aug. 29 telecast from the station's transmitter. The boost in power was made possible by grants of $50,000 from the U. S. Steel Foundation and $30,000 from the Howard Heinz Endowment.

EDUCATION SHORTS

KRON-TV San Francisco series of closed circuit color clinics for clients and agencies is credited by local Academy of Advertising Arts with providing inspiration for new course in color tv. Instructor is KRON-TV Art Director Bill Wagner, who also conducts station clinics.

Educational Television & Radio Center, Ann Arbor, Mich., announced new eduucational tv film series in preparation by Cinema Dept. of U. of Southern California and starring Dr. Frank Baxter, professor of English and tv personality. *History of Human Records & the Book* is title of 15-program series.



Brewers: Liebmann, Miller, Stroh

Coffee Roasters: Fleming, Dining Car

Bakers: National Biscuit, Mrs. Smith's Pies

Appliances: Crosley-Bendix

Various: Lee Optical, Petri Wine, Gem Jewelry, Signal Oil, Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street, New York City
OXford 7-5880

CODE 3

#1 SYNDICATED SHOW IN LOS ANGELES 16.9 RATING, 25.1% AUDIENCE SHARE

and in **San Diego:** 27.4 rating, 47.8% audience share

Highest rated in its time segment:

Sacramento: 16.5
Portland: 17.8
Seattle-Tacoma: 22.7
San Francisco: 12.3

Several east coast and mid-west markets sold for fall start.

Many good markets from coast to coast already bought. **Yours** still available?

Rating source on request

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
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WTMA AD ENTERS FOLK LORE

THE melodious radio signature of "The King Street Singer," representing a Charleston, S. C., furniture house on WTMA Charleston has spread as far beyond the station's coverage limit as Tripoli, North Africa, according to reports reaching WTMA. S. I. (Sonny) Goldberg of J. L. Goldberg & Sons and his "Serenade of the King Street Singer" became so popular locally that his song was published and used as a merchandising device. Service personnel, hearing the strains on WTMA, picked up the theme and now use the idea in air-to-ground communications. When a plane approaching the North African base identified itself as "King Street Singer arriving at 10,000 feet," the man on the ground knows it has come a long way since it left Charleston.

GEOPHYSICAL REPORTS FOR NBC

ROBERT EMMETT GINNA, NBC public affairs writer-producer, is attending meetings of the special committee for the International Geophysical Year in Barcelona, Spain, Sept. 10-15. He will interview leading scientists from 45-50 nations to obtain information for NBC programs, which will be devoted to IGY.

WOLO WINS PLACE ON CBS-TV

SAN FRANCISCO puppeteer "Wolo" last week began his 13 week contractual stint as a regular member of the cast of the two hour early weekday morning *Panorama Pacific* program on CBS Television Pacific Network after winning an eight-city contest which drew over 100,000 votes. He earlier had won the local contest on KPIX (TV) San Francisco and became the official candidate of San Francisco Mayor George Christopher who proclaimed "I Go Wolo" day just before the Republican Convention. CBS-TV acknowledged the high returns to the early morning program contest as representative of tv's influence and the extensive tie-in promotion which affiliated stations employed to boost their local candidates.

MORE PLANS ANNOUNCED FOR FOOTBALL COVERAGE

SEVERAL more radio and tv stations have reported on their plans for coverage of the coming football season since the first article in B•T Aug. 27.

During the week of Aug. 27, Charlie Murdock, WRVA Richmond, Va., sports editor, interviewed the coaches of five Virginia colleges on his *Charlie Murdock's Sports Roundup*. They included Ed Merrick, U. of Richmond; Ben Martin, U. of Virginia; Jackie Freeman, William & Mary; Frank Mosley, Virginia Tech, and John McKenna, Virginia Military Institute.

WSAZ Huntington, W. Va., will air a 29-game schedule of high school and college contests, including all Marshall College and West Virginia U. games. Play-by-play will be handled by Jim Thacker, sports director, and Jerry Tolbert, while color will be given by Bert Shimp and Bos Johnson. The broadcasts started last Friday with a high school game.

The U. of Illinois' nine-game schedule will be broadcast by WGN Chicago (in addition to WGN coverage of the Chicago Bears [B•T, Aug. 27]) for the second straight year. Ron Kramer will again do the play-by-play with Cole-Finder Mercury, Chicago, as sponsor.

Shell Oil Co. and Armstrong Machine Works will co-sponsor all U. of Michigan football broadcasts this fall on WKZO Kalamazoo, Mich., the station has reported, giving it a complete sellout for radio coverage of the games (B•T Aug. 27). Shell agency is J. Walter Thompson Co., New York.

High school, college and professional football will be featured on WHBC-AM-FM Canton, Ohio. The station will carry 19 high school games, the Ohio State U. contests (fm relay network) and all pre-season and conference games of the Cleveland Browns, whose schedule already has started. Jim Muzzy and Bob Krahling will be at the mike for the high school broadcasts and Bert Charles will handle the Ohio State games. In addition, three high school coaches and Coach Paul Brown of the Browns will have programs on

MICHIGAN National Bank, sponsors of Michigan State football broadcasts both at home and away, renews with key station WJIM Lansing for the 10th consecutive year for broadcasts also to be carried over WELL Battle Creek, WFDF Flint, WOOD Grand Rapids, WTTH Port Huron, and WKNX Saginaw. Present at the signing are (l to r) Hal Gross, president-general manager of WJIM; Clarence (Biggie) Munn, Michigan State athletic director; Howard Stoddard, president of Michigan National Bank, and Howard Finch, WJIM vice president who will air the games.

PLANS for the broadcast of Green Bay Packers games over WEMP Milwaukee are discussed at a dinner given by WEMP for agency and sponsor personnel. L to r are Jack Severson, radio director of Mathisson & Assoc.; Jerry Zell, director of public relations, Clark Oil & Refining Corp.; Tony Flynn, assistant play-by-play broadcaster for the games; Hugh Boice, host and general manager of WEMP; Sherwood Rising, assistant sales manager, Miller Brewing Co.; Walt Krueger, executive adminstrator of Mathisson & Assoc.; Vern Lewellen, general manager of the football team, and Jerry Purtell, sales manager for the brewing company.

WHBC during the football season. WKRC Cincinnati also will carry the Browns and Ohio State games with Bill MacColgan at the microphone for the college games.

KSAL Salina, Kan., will broadcast 12 Big Seven Conference games featuring either Kansas U. or Kansas State. Bay Petroleum Corp. of Denver, through Galen E. Broyles Co., will sponsor the games.

KTVW (TV) Seattle will carry *The Quarterback Club* with Al Brightman during the football season. Featured will be area high school and college coaches and films of the U. of Washington games.

Shirtcraft Co. (sportswear), Hazelton, Pa., through Friend-Reiss Adv., New York, will sponsor 15-minute programs on KRON-TV San Francisco just prior to the NBC-TV NCAA football telecasts throughout the season.

A weekly series of filmed highlights of Big 10 games again is being offered tv stations this year on a syndicated or station-to-station basis. Production is being done in Chicago by Sports Tv Inc. for a Sunday release date. Executive producer is John Brodhead with commentary by Tom Harmon, former All-American.

Tel Ra Productions, Philadelphia, producer of sports films for television, announced sales of the syndicated football show *National Pro Highlights* in 31 markets.

In production for the ninth consecutive year, *Highlights* is a 30 minute weekly series featuring action highlights of all six National Professional Football League games of the previous week. Commentary for the 13-week series, starting Oct. 1, will be by Jim Leaming, sports director of WIP Philadelphia.

SIMPLE RATES AT KELE (FM)

TIRED-EYED timebuyers weary of coping with station rate cards so complicated they all but require a slide rule should welcome the simple rate schedule advanced by KELE (FM) Phoenix, Ariz. The "fine music station," established recently to fill an fm void in its area, has published a four-part plan from which the advertiser can choose the "Junior Concert," "Command Performance," "Philharmonic" or "Carnegie Hall" schedule. The plans range from sponsorship of 30 minutes weekly for $30 a month on a three-month minimum basis to a two-hour weekly concert (or four half-hours) at $100 per month.

FILMS of the Georgia Tech football games will be shown this fall on WSB-TV Atlanta under the sponsorship of the Metropolitan Atlanta Chevrolet Dealers. Discussing the contract are (l to r) seated, Ed Danforth, sports editor of the *Atlanta Journal*, who will narrate the films; Dorothy Kirby of WSB-TV, and dealers G. O. Johnson and John Attkisson; standing, dealers Ed Sherwood, Ben Brady and Wes Slate; John Outler, WSB-AM-TV general manager, and dealers C. V. Nalley, Jim Wilson and Alton Castley.

"SHEENA" FIRST WITH AUDIENCES IN 80% OF MARKETS RATED

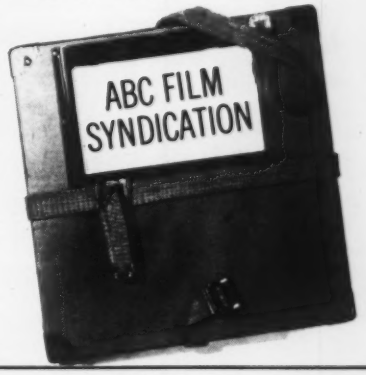
Highest in sales opportunities for sponsors, the highest rated show in its time segment in most markets against local **and** network competition.

Atlanta: 53.9% share of audience;
Chattanooga: 63.5% share;
Cleveland: 58.3% share;
Columbus: 45.6% share;
Los Angeles: 32.8% share;
Memphis: 45.9% share;
Phoenix: 36.7% share

For rating and sales success stories on SHEENA, QUEEN OF THE JUNGLE,

Source: ARB, June, 1956

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
OXford 7-5880



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name _____ title _____

firm _____

street _____

city _____ zone _____ state _____

THE Kansas City Title Insurance Co. has signed for its third year of sponsorship of the *Morning Sports Page* on KMBC Kansas City and KFRM, with studios in that city and in Concordia, Kan. Present for the contract signing were (l to r) Sam Molen, KMBC-KFRM sports director; Ross Roach, advertising manager for the sponsor; Richard S. Brigham, vice president of Rogers & Smith, agency for both principals, and Glen Augspurger, KMBC-KFRM sales manager.

YIDDISH BROADCAST TO U.S.S.R.

IN its first broadcast in the Yiddish language, Radio Liberation last Wednesday beamed a special Rosh Hashonah message to the Jews of the Soviet Union. The Jewish New Year's message was recorded in Yiddish and Russian by Rabbi George B. Lieberman, spiritual leader of the Central Synagogue of Nassau County, Rockville Center, N. Y., who returned recently from a tour of the Soviet Union. Radio Liberation broadcasts in 17 languages to the peoples of the Soviet Union from its transmitters in Germany and the Far East.

RADIO-TV CLASS FOR MINISTERS

A ONE-DAY session of broadcast training for Ohio ministers is taking shape under the guidance of Bob Smiley, program director of WGAR Cleveland and head of a subcommittee of the Radio-Television Council of the Cleveland Church Federation. Ministers will meet in Cleveland in October for a program that will include talks by Cleveland broadcasters and churchmen experienced in radio-tv, kinescoped religious programs and tape recordings. They also will tour Cleveland's broadcasting facilities.

SEEKS VOTERS VIA SHORTWAVE

JOHN C. CORNELIUS, president of American Heritage Foundation and sparkplug behind the AHF's "Register and Vote" campaign, who last month addressed the GOP Convention and viewers all over the country on the importance of the franchise, addressed the world at large last Monday. He talked to thousands of eligible U. S. voters via WRUL Boston, international shortwave station, on its Labor Day broadcasts to Europe and Latin America, urging them to participate in November elections by acquainting themselves with absentee balloting procedure of their individual states.

TWO-EAR SHOW BY WOI-AM-FM

"ONE ear's good . . . but two ears are better," say WOI-AM and WOI-FM Ames, Iowa, in an ear-shaped promotion piece announcing that Oct. 7 the stations will start "stereophonic" broadcasts on a regular, weekly basis. Staff of the Iowa State College stations will promote two-ear listening at the Iowa State Fair, illustrating the idea in a skit for fair-goers and passing out the pink ear brochures.

WNYC AIRS AFRICA SERIES

NEW YORK-owned WNYC has launched an eight-week series of programs titled *Report on Africa,* which is being presented in cooperation with the BBC (Sun., 3-4 p.m. EDT). The series, which explores present-day problems in Africa, will offer the varied viewpoints of representatives of racial, religious and political groups and outstanding Africans including Alan Paton, Stuart Cloete and Dr. T. E. Donges, Minister of the Interior of the Union of South Africa, and others.

CBS SPOT TV CHARTS BIG TOWN

"MANHATTAN in Your Pocket," a circular slide rule mapping New York street and avenue relationships is CBS Television Spot Sales' idea of how to help its friends, whether natives or visitors, "cover ground without wasting steps." The reverse side of the dial, for "wide coverage without waste," shows stations represented by CBS Tv Spot in 12 major markets. By turning the dial, a buyer can find a set of *1956 Sales Management* statistics for each station's market.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

Singer Boone Rescues Pole-Sitter Holcombe

TWO WLCS Baton Rouge, La., disc jockeys have proved their point—that top name singers care a lot about the disc jockeys who play their records and would do almost anything to help them out of a jam. But one of them, Joe Holcombe, spent 141½ consecutive hours atop a 40-ft. pole before singer Pat Boone came to his rescue.

The whole thing started several weeks ago when disc jockey Bill Anthony made a bet with another announcer that recording stars *do* take Mr. Anthony's profession seriously, and offered to do his programs from the top of the aforementioned pole until singer Boone "rescued" him. However, after one week, Mr. Anthony caught a virus infection and friend Holcombe, who shared Mr. Anthony's convictions about popular singers, offered to take his place.

For two weeks, Mr. Holcombe did his daily two-hour program from a four-by-four ft. "studio" atop the pole and Aug. 20 at 4 p.m. went "up to stay" until Mr. Boone came to get him down.

In the interim, the popular singer had been contacted in Canada and promised to come to Baton Rouge to "rescue" one of his most ardent admirers, in spite of a full slate of personal appearances.

Mr. Boone made it Aug. 26 and rescued the pole-sitter at 12:30 p.m. as an estimated 6,000 persons cheered. In addition, La. Gov. Earl K. Long made him an honorary colonel on the governor's staff and he was made an honorary citizen of Baton Rouge and presented a key to the city.

Immediately after the "come-down," the East Baton Rouge Sheriff's Flying Posse flew Mr. Boone and his manager, Jack Spinnen, to Duquesne, Ill., to continue the personal appearance tour.

RUBIROSA SHOW ON WITV (TV)

AN all-Spanish television series, *Huespedes Famosos (Famous Guests)*, produced by Porfirio Rubirosa has made its debut on WITV (TV) Miami, Fla. The 13-week series, starring Jorge Manzano-Small and guest talent, is dedicated to the idea of promoting Latin American-U. S. relations.

WBUF (TV) DRAWS CROWDS

WBUF (TV) (ch. 17) Buffalo broke out a varied bag of tricks in its sponsorship of an eight-hour *Safety Spectacular* in the city's La-Salle Park. Estimated attendance at the outdoor fair, which featured local law enforcement officers and firefighters, plus Buffalo's Civic Opera, pyrotechnics, daredevil horsemanship, baseball games and other features designed to "pull" the citizenry into the park, was set at 50,000. The newest NBC o&o station actively promoted itself throughout the day, with prizes, tours and special radio coverage on WKBW Buffalo, an independent.

CBS GIVES OLYMPIC CALENDAR

CBS Radio will pick up 1956 Olympic Games from Melbourne, Australia, Nov. 24, 25, Dec. 1, 2 and 8, featuring John Lardner reporting direct and Jim McKay with daily roundup from New York, William C. McPhail, CBS director of sports, has announced.

CD SERIES ON WKNB-TV

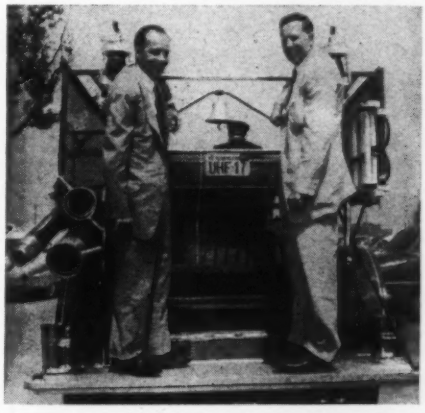
WKNB-TV Hartford, Conn., has launched a series of 13 weekly television programs titled *What's New In Civil Defense?* (Tues., 1:15-1:30 p.m. EDT). The series features Una King, chief of radio and television for the Connecticut Office of Civil Defense, and includes guest interviews, filmed segments and reports on latest civil defense developments.

LIVING A.M. MUSIC ON WOR

JUST to prove that not all things heard on early-morning radio are "canned," WOR New York last week reinstated "the greatest little orchestra in the world" to its John B. Gambling 6-8 a.m. wake-up program. The five-man aggregation was last heard two years ago on the Gambling show. Since that time, "live" music has not been heard on the show.

KCCO CONQUERS HEAT SLUMP

WHEN heat of 110° and better in southwest Oklahoma drove merchants' summer sales down to a low ebb, KCCO Lawton, Okla., two-month-old daytime music and news station, set out to do something about it. The resulting KCCO "Back-to-School" shoppers promotion Aug. 16 brought the slump to a fast halt, set sales on the uptrend. The station bought the Lawton bus service from 9 a.m. to 4 p.m. that day, telling shoppers to "ride the bus on us." Shopping-hour bus traffic tripled. In the stores, bargain-hunters found YMCA boys giving away helium balloons marked with KCCO letters. Merchants were so enthusiastic for the promotion that an overflow of a half-dozen had to join the waiting list for the repeat promised by KCCO for Sept. 20.



NEW YORK state license plate on the fire engine owned by WBUF (TV) Buffalo is appropriately marked UHF-17, denoting the NBC station's uhf channel number. Charles R. Denny (l), vice president of NBC-owned stations, poses aboard the 1921 American-LaFrance engine with Charles C. Bevis Jr., WBUF general manager. The photograph was made when Mr. Denny visited Buffalo recently to look at construction progress on WBUF's new $1 million plant in that city.

WIBC

LEADS IN INDIANA

FIRST IN COMMUNITY SERVICE

WIBC, as a station, has received many, many exclusive community service awards, but even individual members of our team have had high honors for their public service efforts. For example . . . Easy Gwynn, WIBC's versatile disc jockey, was recently acknowledged by the Indianapolis Safety Board with the first Safety Award of its kind ever given to an individual person.

FIRST IN AUDIENCE

And WIBC programs in general not only lead in public service, but they also attract bigger audiences than any other station in Indianapolis. In the 31 county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN THE HEARTS OF THEIR LISTENERS

Easy Gwynn isn't the only WIBC personality salesman responsible for WIBC's big audiences and success in public service. There are Bill Baker, Lou Palmer, Jack Morrow, Joan Evans and many other well known personalities. These same personality salesmen are available on a "first come, first serve" basis to help you sell your product or service.

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois St.
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

THE RIVALS line up before the ostrich race. L to r: Rege Cordic, radio; Art Pallan, radio; Hank Stohl, tv; Bob Tracey, radio; Ed Schaughency, tv, and Carl Ide, tv.

NO KDKA HEADS IN SAND

AN OSTRICH RACE at a county fair? Certainly not the ordinary way to promote your radio and tv stations, but, as KDKA-AM-TV Pittsburgh gives ample evidence, a successful one.

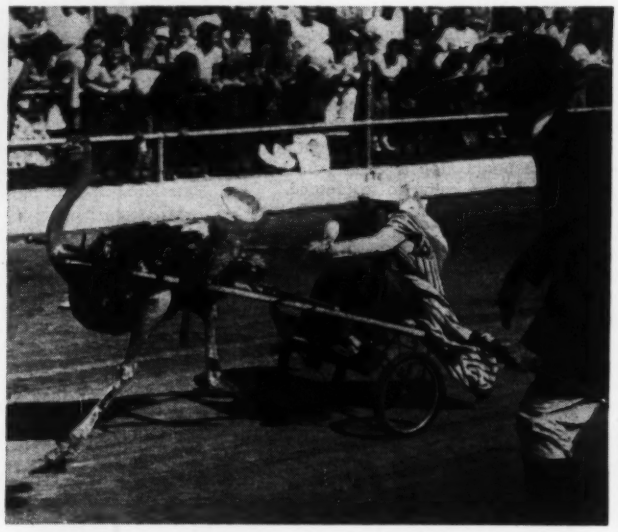
On Sept. 2, 10,000 spectators at the fair and thousands more before their tv sets saw personalities from KDKA's radio and tv staffs rival each other in what looks to become an annual event. Last year the two staffs staged a chariot race. This year, as last, the tv team won. More importantly, the stations came in for a wealth of publicity at almost nominal cost.

Idea for the races was conceived last year by the publicity managers of the two stations, Pete Thornton for television and Jack Williams for radio. They approached fair director George Kelly with the chariot race idea. Admittedly, he at first was cool to letting a commercial firm in on the fair—for free. But they impressed him with the value of the attendance publicity, and he agreed to the event.

KDKA-AM-TV came in for extra publicity this year when the *Pittsburgh Press* conducted a contest around the event. A picture of the rivals in their flowing Arab dress and beards (they originally were to race on camels, but the beasts proved too hard to handle) was run without caption in the paper, with prizes of Westinghouse radios awarded those who could identify thepersonalities. Over 5,000 entries were submitted in the one-day contest.

Pittsburgh educational station WQED (TV) televised the race itself, and a picture of last year's race was used on the front cover of the fair program.

Leaving no stone unturned, KDKA staged a motorcade, with police escort, through downtown Pittsburgh prior to the race. For a finale, the losing KDKA radio team vented their wrath on the winners by attacking them with meringue pies, seltzer bottles and feather pillows.



THEY'RE OFF! And just to add a fillip to the proceedings, m.c. Sterling Yates hurls a cream pie at Ed Schaughency. A split second later, the pie hit its target.

RADIO makes its bid in the stretch. It fell short, however, and KDKA-TV came on to win. It was the second victory in two years for the television team.

AT TOP: The winners get their trophy at the hands of fair director George Kelly.

AT BOTTOM: The winners get spoils at the hands of the losers, in this case a feather pillow as a follow-up to the cream pies.

EYES OF BOWIE, TEX., ON ABC-TV

JIM BOWIE, memorialized in the name of a knife, a Texas city and an ABC-TV show, figured once again in a proclamation by S. L. Greenwood, Mayor of the City of Bowie, Tex., declaring Sept. 7 "Jim Bowie Day." The mayor called on all citizens "to participate in the observance of the day by watching the premiere performance of this new television series, *The Adventures of Jim Bowie*, on KFDX-TV Wichita Falls, channel 3, or WBAP-TV Fort Worth, channel 5, starting at 7 p.m. CST.

RENFRO FOLKS ON CBS-RADIO

PILLSBURY Mills Inc., through Campbell-Mithun Inc., both Minneapolis, launched new hillbilly music series last Monday on CBS Radio via WHAS Louisville, Ky. Titled *Renfro Valley*, the five-minute (4:05-4:10 p.m. EDT) weekday program originates in Kentucky's Renfro Valley settlement.

NEW TIME FOR COLLEGIANS

RUTH GERI HAGY's *College Press Conference*, heretofore seen Sundays on ABC-TV, 4:30-5 p.m. EDT, has moved back a half-hour to 4-4:30 p.m. EDT. The program originates from WMAL-TV Washington.

CBC PLAY BOUGHT BY BBC

A CANADIAN television play has been filmed and sold to the British Broadcasting Corp., said to be the first Canadian tv program to be aired in Great Britain. The Canadian Broadcasting Corp. has announced sale of the film of its dramatic production, "Flight Into Danger, first seen in Canada on the *General Motors Theatre* program last April and telecast again this summer. The play, dealing with an aircraft in distress, was written by Arthur Hailey of Toronto, as his first tv drama, and production was partly filmed at airport control towers, with most of the action taking place in the cockpit of a salvaged DC-4 brought to the CBC studios at Toronto. The live production was film recorded last April.

FILM USED TO SELL COLOR SETS

SYLVANIA Electric Products Inc., New York, in a move to aid its distributors and dealers in color tv salesmanship, has produced a 10-minute film strip, "Make Way for Color," which is being circulated among local dealers by regional distributors for showing at sales meetings. The film takes up both technical and general phases of color tv.

WRCV-TV UNRUFFLED BY SCUFFLE

EXCLUSIVE local tv film coverage of the Aug. 29 narcotics raid in Atlantic City, N. J., was claimed by WRCV-TV Philadelphia, but it cost station cameraman Leroy Bell some anxious moments. When police and reporters entered a rooming house, a suspect broke away from arresting officers and fled down a hallway crashing into Mr. Bell. The two scuffled until the suspect broke once again and was stopped outside the house. Reports by several staffers were carried periodically on WRCA television and radio during the day of the raid.

WBTV (TV) INAUGURATES COLOR

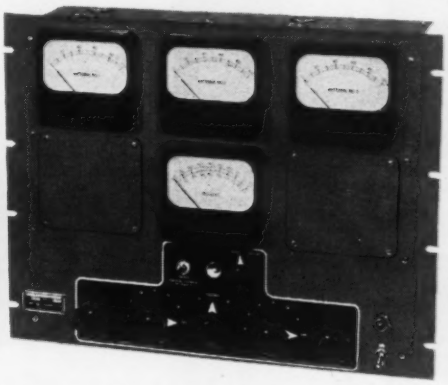
REPRESENTATIVES of agencies in nine Carolinias' cities turned out for the first of a series of color tv seminars held by WBTV (TV) Charlotte, N. C., last month. Station officials briefed 53 agency men and women on technical color questions, originated a live closed circuit colorcast and covered sales angles on color. WBTV originated local live color tv in the Carolinas last December and has followed up with twice weekly colorcasts for the past six months.

DIAPERS SIGNAL KFAB CHANGE

PRINTED replicas of diapers—50,000 of them—were showered over sixty towns in western Iowa and Eastern Nebraska Aug. 25 and 26 to herald the "Big Change" on KFAB Omaha. Each diaper was numbered and finders could listen to the "changed" programming on KFAB the following week to hear which lucky number-holders were to be invited to lunch with KFAB personalities and visiting stars. The diaper shower was just one facet of an elaborate build-up given by the station to its new programming policy emphasizing more music, less talk and more frequent news, market and weather reports. A heavy schedule of air promotion and newspaper ads announced the Big Change to KFAB listeners, and trade ads and special mailings reached agencies and advertisers. The public was invited to the KFAB studios to meet staffers and visiting recording artists featured all last week.

KXLA WEAV KGHM KMYR WKMH KGAK WHKY WEBK
KRAI CKEN KHUM WDIX WBNX WRUN WCTA WCBI
WINX WBRD WGMS WCED WCHV WAYE WGSA WIBG
KPMC WDAS WMIR WMAL KIOA KURV WXIW WHLM
KNOX WMYR WFIG WTTM KQV KATZ KCHJ WTAQ
WPON KELP KOGL WOKE WTAG KSPC WMAY WMIC
KBEC WGGH CKMR WEMP KWEW

NEMS-CLARKE MODEL 108 PHASE METER



The Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

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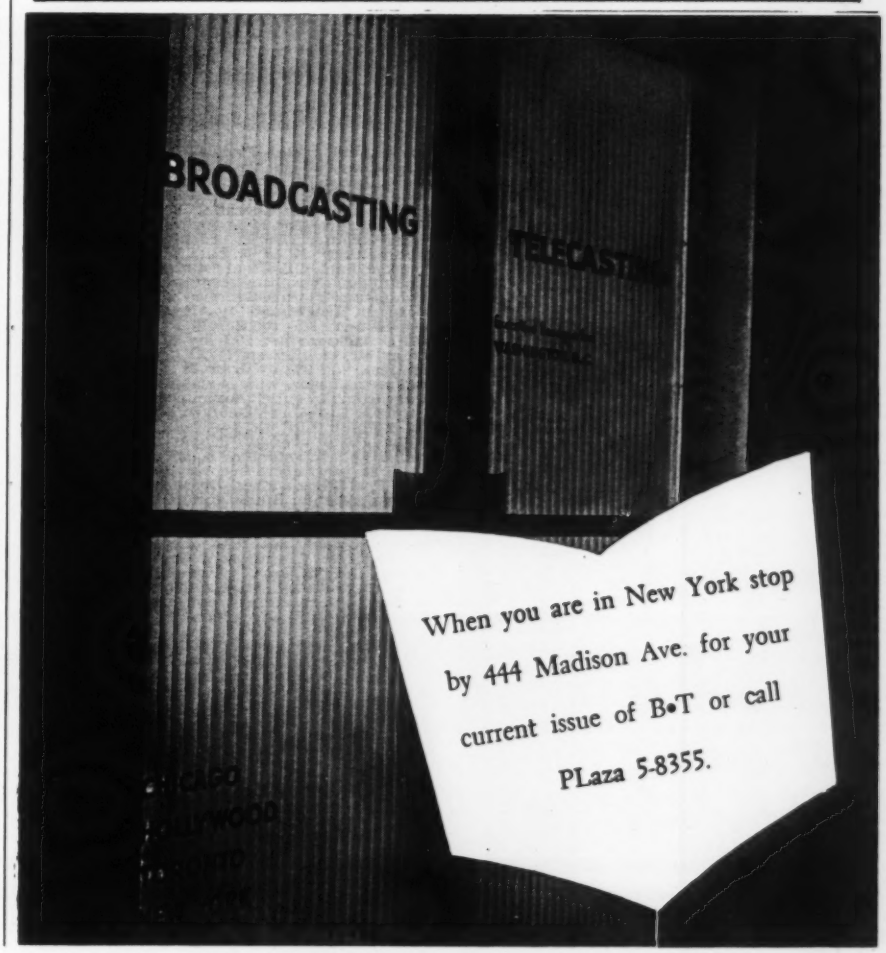

Torey Southwick and his "second voice," Ol' Gus, spend 4½ hours a day with KMBC-KFRM listeners. These are profitable hours for advertisers because Torey's New Sounds in music and conversation have attracted a tremendous following.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Free & Peters Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

Your BEST SALES FORCE in BUFFALO

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

August 30 through September 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through September 5

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,899	3,036	167	283	128
Fm	522	544	35	9	0

FCC Commercial Station Authorizations
As of July 31, 1956

	Am	Fm	Tv
Licensed (all on air)	2,877	519	193
Cps on air	45	11	306
Cps not on air	119	19	116
Total authorized	3,041	549	615
Applications in hearing	182	2	128
New station requests	263	7	42
New station bids in hearing	124	0	77
Facilities change requests	143	4	32
Total applications pending	814	66	324
Licenses deleted in July	0	2	0
Cps deleted in July	1	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through September 5

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	366	91	457[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	332	313	645[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,015	337	795	557	1,353[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,076	337	829	584	1,414[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 43 already granted.
[5] Includes 685 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Jacksonville, Fla.—Florida-Georgia Television Co. granted vhf ch. 12; ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 507 ft., above ground 544 ft. Estimated construction cost $645,537, first year operating cost $456,475. Post office address 1746 E. Adams St., Jacksonville. Trans. location 1746 E. Adams St. Geographic coordinates 30° 19′ 15″ N. Lat., 81° 38′ 03″ W. Long. Trans. and ant. GE. Legal counsel Koteen & Burt, Washington. Consulting engineer Weldon & Carr, Washington. Florida-Georgia is owned 26% by **George H. Hodges**, 26% by **Alexander Brest**, local businessmen; 19% by **Harold S. Cohn**, owner of **WRHC Jacksonville**; 20% by **Mitchell Wolfson-Sidney Meyer** interests (**WTVJ [TV] Miami** and theatres), and 3% by **Jesse H. Cripe**, WTVJ operations manager, who is slated to be gen.-mgr. of Jacksonville outlet. Announced Aug. 31.

Athens, Ga.—U. of Georgia granted vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,277 ft., above ground 1,075 ft. Estimated construction cost $384,751, first year operating cost $129,800, revenue none. Post office address Board of Regents, U. of Georgia, Atlanta. Studio location Athens. Trans. location near Monroe, Ga. Geographic coordinates 33° 49′ 24″ N. Lat., 83° 37′ 45″ W. Long. Trans. DuMont, ant RCA. Legal counsel Seymour Krieger, Washington. Consulting engineer Edward Graham Jr., Nashville, Tenn. U. of Ga., licensee of **WGST Atlanta**, is planning to run station on educational non-commercial basis. This marks 44th educational tv grant to date. Filed Jan. 24.

Missoula, Mont.—Western Montana Assoc. is being advised that application for new satellite tv to operate on ch. 21 indicates necessity of hearing. Station would operate as satellite of **KXLF-TV Butte, Mont.** Announced Aug. 30.

Elmira Star-Gazette Inc.; Veterans Bcstg. Co.; Television Assoc. of Elmira Inc.; WTVE Inc., all Elmira, N. Y.—FCC is advising first three applicants for new tv to operate on ch. 9, and WTVE, applicant to change from ch. 24 to 9, that further action will be withheld pending outcome of rule-making proposing to delete that channel from Elmira. Announced Sept. 5.

Coos Bay, Ore.—KOOS Inc. granted uhf ch. 16 (482-488 mc); ERP 20.5 kw vis., 11.6 kw aur.; ant. height above average terrain 836 ft., above ground 503 ft. Estimated construction cost $155,655.49, first year operating cost $125,409, revenue $140,000. Post office address Hall Bldg., Coos Bay. Studio, Third & Commercial Sts., Coos Bay; trans. location Coos Bay. Geographic coordinates 43° 23′ 33″ N. Lat., 124° 09′ 42″ W. Long. Trans. DuMont, ant. RCA. Legal counsel John P. Hearne, San Francisco, Calif. Consulting engineer A. D. Ring & Co., Washington, D. C. Principals are Pres. **Sheldon F. Sackett** (95%), principal owner, **KOOS Coos Bay, KROW Oakland, Calif., KVAN-AM-TV Vancouver, Wash.**; Secy. **Willard W. McInturff** (no stock), attorney; Vice Pres. **Mercedes Prosser Young** (no stock) secy.-dir., **KROW**, and **Estate of Fred F. Chitty** (5%), 5% owner KVAN-AM-TV. Announced Sept. 4.

Aberdeen, S. D.—Aberdeen Television Co. granted vhf ch. 9 (186-192 mc); ERP 1.58 kw vis., .794 kw aur.; ant. height above average terrain 204 ft., above ground 220 ft. Estimated construction cost $83,432.82, first year operating cost $64,250, revenue $87,500. Post office address Aberdeen. Studio location one mile west of Aberdeen on 8th Ave. Trans. location one mile west of Aberdeen on 8th Ave. Geographic coordinates 45° 28′ 30″ N. Lat., 98° 30′ 41″ W. Long. Trans. Gates, ant. Prodelin. Legal counsel Harry J. Daly, Washington. Consulting engineer Ralph J. Bitzer, St. Louis, Mo. Principals include partners **Joseph E. McNaughton** (64%), 31% owner of **WRMN Elgin, Ill.**, 60% owner of **WCRA Effingham, Ill.**, 49% owner of **KXGI Fort Madison,**

HAVE YOU A Story* TO TELL?

Put it in records — inexpensively. Get your story into lots of hands at one time!

We'll press non-breakable records from your Master Tape and deliver labeled records back to you in protective sleeves and hardboard jackets. Prompt service.

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Iowa; **William D. McNaughton** (23%), 19% owner of WRMN and 28% owner of KXGI, and **F. F. McNaughton** (13%), 19% owner of WCRA. Announced Aug. 30.

Alpine, Tex.—Alpine Tv Co. granted vhf ch. 12 (204-210 mc); ERP .59 kw vis., .295 kw aur.; ant. height above average terrain—*minus* 170 ft., above ground 200 ft. Estimated construction cost $39,950, first year operating cost $54,750, revenue $73,000. Post office address % 911 St. Joseph St., Dorchester Apartments, Dallas, Tex. Studio location Alpine. Trans. location Alpine. Geographic coordinates 30° 10′ 52″ N. Lat., 103° 38′ 30″ W. Long. Trans. Dage, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner **O. L. Nelms**, is real-estate multi-millionaire and holds cps for new tvs in Brownwood, Tex., and Flagstaff, Ariz., and is applicant for new tv in Victoria, Tex. Announced Aug. 30.

Walla Walla, Wash.—Walla Walla Television Co. is being advised that application for new satellite tv to operate on ch. 8 indicates necessity of hearing. Station would operate as satellite of **KIMA-AM-TV Yakima, Wash.** Announced Sept. 5.

APPLICATIONS

Alliance, Neb.—Frontier Bcstg. Co., vhf ch. 13 (210-216 mc); ERP 25.894 kw vis., 12.947 kw aur.; ant. height above average terrain 355 ft., above ground 337 ft. Estimated construction cost $80,175, first year operating cost $25,000, revenue $35,000. Post office address 2923 E. Lincolnway, Cheyenne, Wyo. Trans. location 12 miles north of Alliance. Geographic coordinates 42° 14′ 07″ N. Lat., 103° 00′ 41″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Koteen & Burt, Washington. Consulting engineer, none. Applicant operates **KFBC-AM-TV Cheyenne** and **KSTF (TV) Scottsbluff, Neb.** Filed Sept. 4.

San Angelo, Tex.—San Angelo Television Co., vhf ch. 3 (60-66 mc); ERP 1.48 kw vis., .74 kw aur.; ant. height above average terrain 223 ft., above ground 294 ft. Estimated construction cost $59,050, first year operating cost $48,000, revenue $60,000. Post office address First State Bank, Rio Vista, Tex. Studio location Hotel Cactus, Twohig Ave. & Oakes St., San Angelo. Trans. location same as studio. Geographic coordinates 31° 27′ 40″ N. Lat., 100° 26′ 05″ W. Long. Trans. Gates, ant. Adler Electronics. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals are equal partners **Joe N. Weatherby**, former 20% owner of **KTXL San Angelo**, and **Lowell Smith**, former 8.33% owner of KTXL and former 10% owner of KTXL-TV. Filed Aug. 30.

Existing Tv Stations . . .

ACTIONS BY FCC

WHBF-TV Rock Island, Ill.—Is being advised that action on application for mod. of cp (ch. 4) to change trans. location to 15 miles from center of Rock Island closer to Peoria, increase ERP from 50 to 70 kw and increase ant. height from 280 to 1,000 ft. will be withheld pending outcome of rule-making proposal to deintermix Peoria. Proposed operation would place Grade B signal in Peoria. Announced Sept. 5.

KVSO-TV Ardmore, Okla.—Granted 90-day temporary authorization for new tv intercity relay system between Oklahoma City and Ardmore (95 miles) to relay programs of **WKY-TV Oklahoma City** to KVSO-TV by off-the-air pickup near Byars. Announced Aug. 30.

KLTV (TV) Tyler, Tex.—Granted cp to change ERP to 316 kw vis., 214 kw aur., and make other equipment changes. Announced Sept. 5.

WMVS-TV Milwaukee, Wis.—By letter, FCC denied request of The Southwest Economy League, Milwaukee, for reconsideration of June 6 grant of noncommercial, educational tv (WMVS-TV) to operate on ch. 10. Announced Aug. 30.

WIPR-TV San Juan, P. R.—Granted mod. of cp to change studio location, install new ant. system and make other equipment changes. Announced Sept. 5.

APPLICATIONS

WOW-TV Omaha, Neb.—Seeks cp to change type ant. Filed Sept. 4.

WAPA-TV San Juan, P. R.—Seeks mod. of cp to change ERP to 56.39 kw vis., 33.82 kw aur., install new ant. system and make other equipment changes. Filed Aug. 30.

Allocations . . .

Extend Date for Filing in Proposed Tv Channel Changes

FCC extended, from Sept. 10 to Nov. 15, time for filing comments to certain local tv channel changes (dockets 11747, et al) pursuant to its Report and Order of June 25 in general tv proceeding (docket 11532). This is being done to resolve certain basic questions before proceeding with individual rule-making proceedings.

Areas affected are Springfield, Ill.-St. Louis, Mo.; Hartford, Conn.-Providence, R. I.; Peoria, Ill.-Davenport, Iowa, Rock Island-Moline, Ill.; Norfolk-Portsmouth-Newport News, Va.-New Bern, N. C.; Albany-Schenectady-Troy-Vail Mills, N. Y.; New Orleans, La.-Mobile, Ala.; Charleston, S. C.; Madison, Wis.; Duluth, Minn.-Superior, Wis.; Miami, Fla.; Evansville, Ind.; Elmira, N. Y.; Fresno-Santa Barbara, Calif.; and Columbia, S. C.

PETITIONS

KGMS-TV Sacramento, Calif.—Petitions FCC to allocate ch. 12 to KGMS-TV in lieu of ch. 46 and issue order to show cause why assignment should not be changed. Announced Aug. 31.

WMAZ-TV Warner-Robins, Ga.—Petitions FCC to assign ch. 13 to Macon instead of Warner-Robins and issue order to show cause why WMAZ-TV's authorization on ch. 13 should not be mod. to specify operation at Macon in lieu of Warner-Robins. Announced Aug. 31.

WFAM-TV Lafayette, Ind.—Petitions FCC to change ch. 18, now assigned to Lebanon, Ind., to ch. 59, now assigned to Lafayette, and assign ch. 18 from Lebanon to Lafayette. Also requests that order to show cause be issued against WFAM-TV requiring change in operating assignment from ch. 59 to ch. 18. Announced Aug. 31.

WKNX-TV Saginaw, Mich.—Petitions FCC to change allocation of ch. 12 in Flint, Mich., to hyphenated allocation for Saginaw-Bay City-Flint and to permit applications by all interested parties for channel as reallocated. Announced Aug. 31.

Clearfield, Pa.—Philipsburg-Clearfield Television petitions FCC to allocate ch. 3 to Clearfield. Announced Aug. 31.

Translators . . .

ACTION BY FCC

Translator Equipment Rules—To expedite establishment of new translator stations, authorization of which became effective July 2, FCC postponed certain requirements for type approval of

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BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

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HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛″ coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw. AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI **ALFORD** *Manufacturing Co., Inc.*
299 ATLANTIC AVE., BOSTON, MASS.

"CLIMB ON THIS BANDWAGON"

FOR BIG RESULTS IN THE RICH TULSA MARKET!

look at these Ratings *

7:00 am – 12:00 noon	31.0
12:00 noon – 6:00 pm	26.4
6:00 pm – 11:00 pm	26.3

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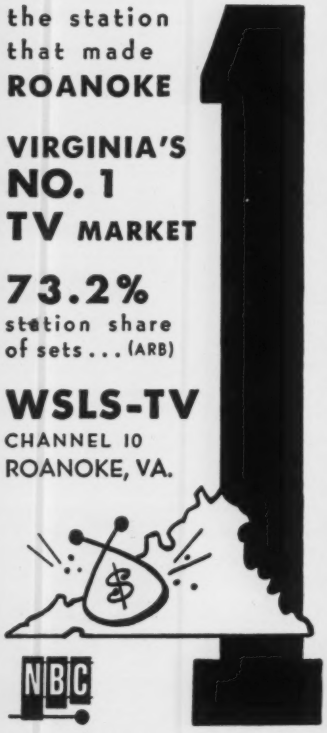
KRMG
740 KC - Tulsa, Okla.

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets... (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

translator equipment to Jan. 1, 1958, and in meantime will give limited type approval to equipment meeting certain minimum requirements. Announced Aug. 31.

New Am Stations . . .

ACTIONS BY FCC

Casa Grande, Ariz.—ABC Service Co. granted 1260 kc, 1 kw D. Post office address Cameron, Tex. Estimated construction cost $13,300, first year operating cost $30,000, revenue $35,000. Principals include equal partners **E. Glenn Abercrombie**, manager, 15% stockholder of **KMIL Cameron, Tex.**; **Milton F. Brown Jr.**, 51% stockholder of KMIL, owner of Herald Pub. Co., Cameron and **N. L. Caperton**, 10% stockholder of KMIL. Announced Aug. 30.

Warren L. Moxley, Blytheville, Ark.; Jones T. Sudbury, Martin, Tenn.—FCC designated for consolidated hearing applications for new am stations to operate on 1410 kc, Mr. Moxley with 500 w D, and Mr. Sudbury with 1 kw D. Announced Aug. 30.

El Centro, Calif.—Ray Lapica granted 1430 kc, 1 kw D. Post office address 207 S. Hamel Dr., Beverly Hills, Calif. Estimated construction cost $15,835, first year operating cost $40,000, revenue $55,000. Mr. Lapica, sole owner, is administrative and sales consultant, **KPOL Los Angeles.** Announced Aug. 30.

Titusville, Fla.—Titusville Bcstg. Co. granted 1300 kc, 1 kw D. Post office address 3204 S. Grand Blvd., St. Louis, Mo. Estimated construction cost $21,789.02, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Edwin V. Spencer**, 25% owner of **WBOP Pensacola, Fla.**, and **Medford W. Stacy**, 25% owner of WBOP. Announced Aug. 30.

Buford, Ga.—Gwinnett County Bcstg. Co. granted 1460 kc, 1 kw D. Post office address 3020 Piedmont Rd., N.E., Atlanta, Ga. Estimated construction cost $16,785, first year operating cost $24,000, revenue $30,000. Principals are equal partners **David E. Fleagle**, part-time announcer, **WGAA Cedartown, Ga.**, and **Madeleine O. Fleagle**, secy. Announced Aug. 30.

Huntington, Ind.—Huntington Valley Broadcasters granted 1300 kc, 500 w D. Post office address 2800 Lake Dr., Evansville, Ind. Estimated construction cost $25,760.88, first year operating cost $45,000, first year revenue $60,000. Principals include equal partners **T. M. Nelson** and **David S. Gifford**, who own **WILO Frankfort, Ind.**, and **WOHP Bellefontaine, Ohio.** Mr. Nelson also is gen. mgr. of **WFIE (TV) Evansville.** Announced Aug. 30.

Clinton, Iowa—Mississippi Valley Bcstg. Co. granted 1390 kc, 1 kw D. Post office address 104 6th Ave. S., Clinton. Estimated construction cost $35,888, first year operating cost $48,300, revenue $48,000. Principals are equal partners **Wharton L. Murray**, program dir.-operations manager of **KHAS-TV Hastings, Neb.**; **Kenneth W. Evans**, Clinton agency manager of *Des Moines* (Iowa) *Register & Tribune*, and **H. Richard Pettersen**, insurance agent. Announced Aug. 30.

Hazard, Ky.—Frank L. Jones and Claude P. Stephens tr/as Perry County Bcstg. Co. granted 1390 kc, 5 kw D. Post office address Whitesburg, Ky. Estimated construction cost $13,535, first year operating cost $35,000, revenue $40,000. Mr. Stephens is attorney. Announced Aug. 30.

Mt. Vernon, Ky.—Renfro Valley Broadcasters Inc. granted 1460 kc, 500 w D. Post office address Renfro Valley, Ky. Estimated construction cost $21,380, first year operating cost $36,000, revenue $48,000. Principals include Pres. **John Lair** (48%), editor of *Renfro Valley Eagle*, and Vice Pres. **Thomas Grady Hargis** (48%), account executive for Gene Autry Show. Announced Aug. 30.

Dillon, Mont.—Vigilante Bcstg. Co. granted 800 kc, 1 kw D. Post office address 7 S. Arizona St., Dillon. Estimated construction cost $16,543.03, first year operating cost $18,000, revenue $25,000. Principals include Pres. **Allen H. Smith** (30%), station manager, **KANA Anaconda, Mont.**; Vice-Pres. **Burt H. Oliphant** (30%), employe, **KWSC Pullman, Wash.**; Treas. **Claude Moore** (30%), commercial mgr., KANA, and secy. **Donald J. Smith** (10%), attorney. Announced Aug. 30.

Fallon, Nev.—Lahontan Valley Bcstg. Co. granted 1250 kc, 1 kw D. Post office address 20 South St., Winnemucca, Nev. Estimated contruction cost $17,489, first year operating cost $27,000, revenue $38,000. Principals are equal owners **Lester W.** and **Katherine E. Pearce**, joint owners of 1/7 interest in **KWNA Winnemucca.** Interest in KWNA will be sold, Mr. and Mrs. Pearce said. Announced Aug. 30.

Newark, N. Y.—FCC designated for consolidated hearing applications of Radio Wayne County Inc. and Radio Newark Inc. for new am to operate on 1420 kc, 500 w D. Announced Aug. 30.

Anadarko, Okla.—FCC designated for hearing application of Indian City Bcstg. Co. for new am to operate on 1250 kc, 500 w D; made **KFTV Paris, Tex., KWSH Wewoka Okla.**, and **KVSO Ardmore, Okla.**, parties to proceeding. Announced Aug. 30.

Clifton, Tex.—Bosque Radio's application seeking cp for new am to operate on 1420 kc, 500 w D, DA, designated for hearing. Announced Aug. 30.

Wenatchee, Wash.—Queen Bcstg. Co. granted 1410 kc, 1 kw D. Post office address % Dale R. Woods and William A. Moeller, Wenatchee. Estimated construction cost $17,350, first year operating cost $36,000, revenue $48,000. Principals are **Dale R. Woods** (60%), production manager of **KPQ Wenatchee**, and **William A. Moeller** (40%), KPQ announcer-technician. Announced Aug. 30.

Arecibo, P. R.—Abacoa Radio Corp. granted 1070 kc, 500 w unl. Post office address P. O. Box 126, Arecibo. Estimated construction cost $14,970, first year operating cost $24,000, revenue $36,000. Principals are equal owners Pres. **Jose D. Casanova**, furniture store owner; Vice Pres. **Gloria Ramos de Donate**, housewife; Secy-Treas. **Manuel Pirallo-Lopez**, 27% owner **WISO Ponce, P. R.**, and **Carlos Pirallo-Lopez**, 19% owner WISO. Announced Aug. 30.

APPLICATIONS

Prescott, Ariz.—Northern Arizona Aircasters Inc., 1450 kc, 250 w unl. Post office address P. O. Box 182, Scottsdale, Ariz. Estimated construction cost $10,134, first year operating cost $36,500, revenue $40,768. Principals are **Richard B. Gilbert** (54.05%), **William P. Mahoney Jr.** (13.51%), **Geoffrey A. Lapping** (13.51%), **H. K. Saxie Dowell** (13.51%), and others. Messrs. Gilbert, Lapping and Dowell hold interest in **KPOK Scottsdale, Ariz.** (cp). Filed Sept. 4.

Carmel, Calif.—Seaside Electronic Assoc., 1410 kc, 500 w D. Post office address P. O. Box 1144, Seaside, Calif. Estimated construction cost $35,118, first year operating cost $42,000, revenue $60,000. Principals are equal owners **Albert R. Pearl**, retired banker, and **Paul F. Hanson**, freelance radio-tv producer. Filed Aug. 30.

Pompano Beach, Fla.—Gold Coast Radio Inc., 1470 kc, 5 kw D. Post office address % Carmen Macri, 4955 River Basin Dr., South, Jacksonville, Fla. Estimated construction cost $37,764, first year operating cost $60,000, revenue $96,000. Pres. **Carmen Macri** (95%) is owner of **WWOK Charlotte, N. C.**, and is permittee of **WQIK-TV Jacksonville.** Vice Pres. **Larry R. Tunison** (5%) holds real estate interests. Filed Sept. 4.

Dublin, Ga.—S. J. Carswell, 1230 kc, 250 w unl. Post office address P. O. Box 430, Thomaston, Ga. Estimated construction cost $11,238, first year operating cost $50,000, revenue $60,000. Mr. Carswell owns 20% of **WSFT Thomaston.** Filed Sept. 4.

Georgetown, Ky.—Robert E. Johnson, 1580 kc, 250 w D. Post office address % Southwest Tv Sales & Services, 6811 Southside Dr., Louisville, Ky. Estimated construction cost $14,577, first year operating cost $18,000, revenue $26,000. Mr. Johnson is owner of Southwest Tv Sales & Services. Filed Sept. 4.

Magee, Miss.—Southeast Mississippi Bcstg. Co., 1280 kc, 500 w D. Post office address % Robin

W. VIRGINIA GOES GATES

MOST AM BROADCAST TRANSMITTERS IN USE

H. Mathis, Box 552, Houston, Miss. Estimated construction cost $17,887, first year operating cost $24,000, revenue $36,000. Principals are brothers **Marvin L. Mathis** (45%), **Robin H. Mathis** (15%), **Ralph C. Mathis** (15%), and **Rad W. Mathis** (12.5%). Robin H. Mathis, Ralph C. Mathis and Rad W. Mathis each own 25% of **WCPC Houston, Miss.** Other Southeast principal is **John B. Skelton Jr.** (12.5%), chief engineer at WCPC. Filed Sept. 4.

Fredonia, N. Y.—Louis W. Skelly, 1570 kc, 250 w D. Post office address 3308 Chaucer Lane, Austintown, Ohio. Estimated construction cost $6,800, first year operating cost $48,000, revenue $60,000. Mr. Skelly is commercial mgr., **WHOT Campbell, Ohio.** Filed Sept. 4.

Bolivar, Tenn.—Florence Bcstg. Co., 1350 kc, 500 w D. Post office address P. O. Box 137, Florence, Ala. Estimated construction cost $9,900, first year operating cost $20,000, revenue $26,000. Applicant operates **WJOI Florence, Ala.,** and **WORM Savannah, Tenn.** Owners are **Joe T. Sandt** and family (66.3%), and **Anthony J. Smith** (33.3%). Filed Aug. 30.

APPLICATION RESUBMITTED

Ponce, P. R.—Catholic U. of P. R. Service Assn. resubmits application seeking cp for new am to be operated on 1420 kc, 1 kw unl. Resubmitted Aug. 30.

APPLICATION AMENDED

Odessa, Tex.—Mid-Cities Bcstg. Co.'s application seeking cp for new am to operate on 1310 kc, 500 w D, amended to make change in ant. (decrease height) and make change in ground system. Amended Sept. 4.

Existing Am Stations . . .

ACTIONS BY FCC

KCNO Alturas, Calif.—Granted mod. of license to change name to Interstate Bcstg. Co. of Oregon Inc. Announced Sept. 5.

KMPC Los Angeles, Calif.—Application seeking mod. of license to change name of licensee to Golden West Broadcasters, returned. (Filed in wrong name.) Action Aug. 30.

WDEC Americus, Ga.—Granted change in frequency from 1230 kc, 250 w unl., to 1290 kc, 1 kw D. Trans. to be operated by remote control from main studio. Announced Aug. 30.

WDMG Douglas, Ga.—Granted change of operation on 860 kc from 1 kw D to 5 kw unl., DA-N; engineering conditions. Announced Aug. 30.

KOEL Oelwein, Iowa—Granted mod. of cp to make changes in DA-D pattern; conditions. Announced Sept. 5.

WNAC Lawrence-Boston, Mass.—Granted permission to modulate 50 kw trans. of WNAC during experimental period at frequencies not in excess of 20 kc with Air Force message generating equipment for period of 6 months, starting Sept. 15. Announced Sept. 5.

WCAR Detroit, Mich.—Granted cp to operate with 10 kw (1130 kc), utilizing DA day and night, subject to same conditions specified in outstanding cp and extended same, as amended, for eight months. Announced Aug. 30.

WESK Escanaba, Mich.—Granted request for cancellation of license and deletion of call letters. Announced Sept. 5.

WMRP Flint, Mich.—Granted change in operation on 1570 kc from 500 w D to 1 kw D; engineering conditions. Announced Aug. 30.

WTUP Tupelo, Miss.—Granted change in operation from 1380 kc, 1 kw D, to 1490 kc, 250 w unl.; program tests not to be authorized until **WELO Tupelo** has begun program tests on 580 kc. Announced Aug. 30.

WHAM-WVET Rochester, N. Y.—Granted applications to transmit play-by-play football game broadcasts from Aquinas Stadium, Rochester, by Bell System wire lines to **CFPL** and **CKSL London, Ont.,** respectively. Announced Aug. 30.

WTUC Union City, Tenn.—Granted mod. of cp to change ant.-trans. and studio location and change remote control point to Dietzel Bldg., 2nd St. Announced Sept. 5.

KRUN Ballinger, Tex.—Granted permission to sign off at 7 p.m. (local time) daily, except during special events, for period of 90 days. Announced Sept. 5.

KWIE Kennewick, Wash.—Granted mod. of license to change location to Kennewick-Pasco-Richland, Wash. (First three-city combination.) Announced Aug. 30.

WDUX Waupaca, Wis.—Granted increase of power from 500 w to 1 kw, continuing operation on 800 kc, D. Announced Aug. 30.

CALL LETTERS ASSIGNED

WKIT Mineola, N. Y.—Keynote Bcstg. System Inc., 1520 kc, 250 w. Changed from **WKBS.**

KLVW Lakeview, Ore.—Pacific Northwest Radio, 1230 kc, 250 w.

WMSR Manchester, Tenn.—Manchester Broadcasters, 1580 kc, 1 kw.

KLOQ Yakima, Wash.—Yakima Bcstg. Co., 1390 kc, 1 kw. Changed from **KYAK.**

APPLICATIONS

WRFC Athens, Ga.—Seeks cp to increase D power from 1 kw to 5 kw. Filed Aug. 30.

KCOB Newton, Iowa—Seeks cp to increase power from 500 w to 1 kw and change from DA to NON-DA, using southwest tower of present DA array. Filed Aug. 30.

WPRT Prestonsburg, Ky.—Seeks mod. of cp to change frequency from 1270 kc to 960 kc and change power from 5 kw D to 1 kw D. Filed Aug. 30.

KAPK Minden, La.—Seeks cp to increase power from 100 w to 250 w. Filed Aug. 30.

KFOR Lincoln, Neb.—Seeks cp to change ant.-trans. location and make changes in ground system. Filed Aug. 30.

WQOK Greenville, S. C.—Seeks cp to change from employing DA both day and night to DA-N only. Filed Aug. 30.

WDEH Sweetwater, Tenn.—Seeks cp to increase power from 500 w to 1 kw. Filed Aug. 30.

WAEL Mayaguez, P. R.—Seeks mod. of cp (which authorized change in frequency; increase in power; installation of DA-1; change in ant.-trans. location, and changes in ground system) to change ant.-trans. location and make changes in ground system. Filed Sept. 4.

WKVM San Juan, P. R.—Seeks mod. of cp (which authorized change in frequency; increase in power; installation of DA-1; change trans. and studio locations, and changes in DA pattern and ant. system) for extension of completion date. Filed Sept. 4.

APPLICATION AMENDED

KBLI Blackfoot, Idaho—Application seeking cp to change frequency from 1490 kc to 690 kc; increase power from 250 w to 1 kw; change hours of operation from unl. to D, and make changes in ant. system (increase height), amended to make changes in ant. system (increase height). Amended Aug. 30.

New Fm Stations . . .

ACTIONS BY FCC

Wilmington, Del.—John Beauchamp Reynolds granted 99.5 mc., 20 kw unl. Post office address 902 Marsh Rd., Wilmington 3, Del. Estimated construction cost $16,761, first year operating cost $11,000, revenue $18,000. Mr. Reynolds holds automotive service interests. Announced July 30.

Chicago, Ill.—Carol Music Inc. granted 101.9

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

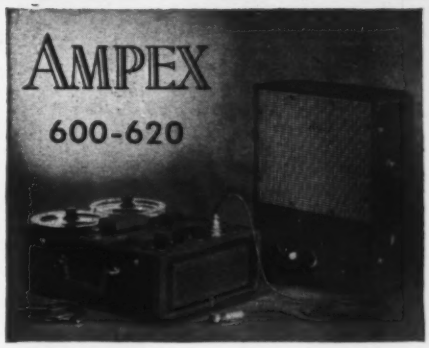
CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE



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MADISON AT 52ND
Barberry Room
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go after theatre
KNOTT 1K HOTELS

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(Fire Prevention Week)
October 7-13, 1956
"COLUMBUS DAY"
October 12, 1492
"IT'S YOUR WORLD, MISTER"
(United Nations Day)
October 24, 1956
"HALLOWEEN PARTY"
October 31, 1956
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mc., 17.19 kw unl. Post office address 333 N. Michigan Ave., Chicago 1. Estimated construction cost $7,700, first year operating cost $14,000, revenue $15,000. Principals include Secy.-Treas. **Marie L. Drenthe** (65%), Pres. **Carol J. Drenthe** (5%), and Vice Pres. **Laura Drenthe Magginas** (30%). Announced Aug. 30.

Patchogue, Long Island, N. Y.—FCC amended its fm allocation plan by shifting ch. 278 from New York City to Patchogue. This channel was deemed more preferable to shifting than ch. 282 as proposed July 11. Announced Aug. 30.

Existing Fm Stations . . .

ACTION BY FCC

WFMT (FM) Chicago, Ill.—Granted cp to change ERP to 29.5 kw, change ant. to 550 ft. and change ant. system. Announced Sept. 5.

CALL LETTERS ASSIGNED

WXPN (FM) Philadelphia, Pa.—The Trustees of the U. of Pa., 91.3 mc, .014 kw. (Noncommercial, educational outlet.)

Ownership Changes . . .

ACTIONS BY FCC

KFWB Hollywood, Calif.—Granted transfer of control of licensee corporation from **Harry Maizlish** to Crowell-Collier Pub. Co., for $2.35 million. Crowell-Collier publishers *Colliers'* and *Women's Home Companion* magazines. It suspended publication of *American* magazine several weeks ago. Mr. Maizlish retains **KFWB-FM**, paying $130,717 to Crowell-Collier for that property. Announced Aug. 30.

KFOX-AM-FM Long Beach, Calif.—Granted assignment of license to Hogan Bcstg. Corp. for $536,000. Hogan Bcstg. Corp. is 100% owned by **Arthur B. Hogan**, 25% owner of **KULA-AM-TV Honolulu.** Offer has been made by Crowell-Collier to purchase **KULA** and accepted. Mr. Hogan is also 50% owner of Albert Zugsmith Corp., which owns 36.6% of Continental Telecasting Corp., licensee of **KRKD-AM-FM Los Angeles.** Continental also owns Cosmopolitan Bcstg. Corp., licensee of **KITO San Bernardino, Calif.** Mr. Hogan plans to dispose of his indirect, minority ownership in Continental. He also owns 37.5% of Intercontinental Bcstg. Corp., whose application seeking purchase of **KVSM San Mateo, Calif.**, was also approved by FCC (see separate item). Announced Aug. 30.

KWIP Merced, Calif.—Granted assignment of license to KJOY Inc. Corporate change, no change in control. Announced Sept. 5.

KBOX Modesto, Calif.—Granted assignment of license to McClatchy Bcstg. Co. for $75,000. McClatchy is licensee of **KFBK-AM-FM Sacramento, KBEE (FM) Modesto, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield,** and **KOH Reno.** Announced Aug. 30.

KVSM San Mateo, Calif.—Granted assignment of license to Intercontinental Bcstg. Corp. for $400,000. Principals are Pres. **Albert Zugsmith** (37.5%); Vice Pres. **Arthur B. Hogan** (37.5%); Secy.-Treas. **Frank Oxarat** (10%), and **John D. Feldman** (10%). Announced Aug. 30.

KDB Santa Barbara, Calif.—Granted assignment of license to Station KDB for $125,000. Principals are equal owners **James Harford,** partner in **KONE Reno, Nev.,** and **KTOO Henderson, Nev.; Lucie Miltenburg,** and **Rube Goldwater.** Announced Aug. 30.

WMFJ Daytona Beach, Fla.—FCC postponed effective date of June 29, 1955, grant of assignment of license of WMFJ from **W. Wright Esch** to WMFJ Inc., pending oral argument to be held Sept. 17 on protest by **Theodore Granik** and **William H. Cooke**; gave parties until Oct. 1 to return control of station to Mr. Esch. Announced Aug. 30.

WROD Daytona Beach, Fla.—Application seeking transfer of control of licensee corporation from **Edgar J. Sperry** and **Josephine T. Sperry** to **James F. McDonough** and **John E. Murphy** returned. (Re notary and date of agreement.) Action Aug. 30.

WTVT (TV) Tampa, Fla.—Granted assignment of permittee corporation from Tampa Television Co. to WKY Radiophone Co. Corporate change. Announced Sept. 5.

KDSN Denison, Iowa—Granted assignment of license to Denison Bcstg. Co. for $55,000 cash. Principals are Pres. **Walter F. Morrison** (50.4%); **C. H. Fee** (12.4%); **James Peterson** (12.4%); **Richard Knowles** (12.4%), and **E. A. Raun** (12.4%). Announced Aug. 30.

KRMD-AM-FM Shreveport, La.—Granted assignment of license to **T. B. Lanford** tr/as Radio Station KRMD for $7,262 assumption of liabilities. Mr. Lanford is buying out his partners **R. M. Dean** and **Viola Lipe Dean Trust.** Announced Aug. 30.

WRLP (TV) Greenfield, Mass.—Granted assignment of permittee corporation from Springfield Television Bcstg. Corp. to Greenfield Television Bcstg. Corp. Corporate change. Announced Sept. 5.

WCAT Orange, Mass.—Granted assignment of license to Millers River Bcstg. Corp. for $4,643, 75% stock in Millers, and assumption of $23,000 liabilities. Principals will be **James W. Miller,** who is assignor (75%); **Robert F. Nims** (10%); **Delbert A. Witty** (5%); **Roy F. Cook** (5%), and **J. Charles Croucher** (5%). Announced Aug. 30.

WSPR Springfield, Mass.—Granted relinquishment of control of licensee corporation by **Mrs. Ruth W. Brackett** through gift of 21% to her daughter, **Barbara B. Tindal,** and by **Mrs. Alma Y. Breed** through gift of 6% to her daughter, **Helen B. Solberg** and gift of 19% to her daughter's husband, **Kristian Solberg.** The Solbergs will hold 19% each, and **Barbara B. Tindal** will hold 34%. Announced Aug. 30.

KGHM Brookfield, Mo.—Application seeking assignment of license to **Ira J. Williams** returned. (Filed on wrong form.) Action Aug. 30.

KVBC Farmington, N. M.—Granted assignment of license to Radio Station KVBC. **Marvin E. Bowles** is selling his 33.3% interest to other 33.3% owners **Cloyed O. Kendrick** and **Hugh DeWitt Landis** for $27,500. Mr. Kendrick and Mr. Landis will hold 50% each. Announced Sept. 5.

WWHG-AM-FM Hornell, N. Y.—Granted assignment of license to Ra-Tel Broadcasters Inc. for $50,000. Principals are equal owners **Frederic D. Schottland, Alma E. Schottland, Alfred Dresner,** and **Saul Dresner.** Announced Aug. 30.

KRAM Las Vegas, Nev.—Granted assignment of license to Drake Motel Corp. for $120,000. Principals are equal owners **David H. Margolis,** owner of **KCMJ Palm Springs, Calif.,** and his wife **Annabelle W. Margolis.** Announced Aug. 30.

WTIK Durham, N. C.—Granted assignment of license to Mid-Carolina Bcstg. Co. for $39,000 cash. Mid-Carolina is licensee of **WSAT Salisbury, N. C.** Announced Aug. 30.

KBCH Oceanlake, Ore.—Granted acquisition of control by **William Comer** and **Clayton S. Comer** as family group through purchase of 33.3% from **Robert G. Beattie** for $10,000. Announced Aug. 30.

WGSW Greenwood, S. C.—Granted relinquishment of negative control of licensee corporation through sale of 25% to **George B. Cook Jr.** Present 50% owner **W. C. Woodall Jr.** will reduce his stock to 37.5%; **C. H. Grider** will reduce from 33.3% to 25%, and **Mrs. O. G. Swindle Sr.** will reduce from 16% to 12.5%. Consideration is in following promissory notes: W. C. Woodall Jr., $3,750; C. H. Grider, $2,500, and Mrs. O. G. Swindle Sr., $1,250. Announced Aug. 30.

WROL Knoxville, Tenn.—Granted assignment of license to Greater East Tennessee Tv Inc. for $275,000 in cash and notes. Principals are Pres. **Paul Mountcastle** (37.43%), sole owner of WROL; **Clarence Beaman Jr.** (14.29%), former owner of **WKGN Knoxville,** and others, none holding over 5.04%. Announced Aug. 30.

WDEH Sweetwater, Tenn.—Granted assignment of license to WDEH Inc. for $52,500. Principals are equal owners **Arthur D. Smith Jr.,** former owner of **WCDT Winchester, Tenn.,** and owner of **WMTS Murfreesboro, Tenn.,** and **L. Frank Mullinax Jr.** Announced Aug. 30.

KTXC Big Spring, Tex.—Granted acquisition of negative control by **V. T. Anderson** and **E. W.** and **Lucy Anderson** through purchase of 7.5% from **Clyde E. Thomas** and 7.5% from **George T. Thomas.** The Anderson brothers will now hold 50% each. Consideration: $3,000. Announced Aug. 30.

KCTX Childress, Tex.—Granted transfer of control (50%) to **George E. Morey** for $11,400. Mr. Morey is employe of **KDWT Stamford, Tex.** Announced Aug. 30.

KGUL-TV Galveston, Tex.—Granted assignment of cp and license to Gulf Television Corp. Corporate change, no change in control. Announced Sept. 5.

APPLICATIONS

WLBS Birmingham, Ala.—Seeks involuntary transfer of control from **G. G. Puett Sr.,** deceased, to **Mrs. Faye N. Puett** and **Garnett G. Puett Jr.,** executors of estate of **G. G. Puett.** Mr. Puett was sole owner of station. Filed Aug. 30.

WIOK Tampa, Fla.—Seeks assignment of license to Rounsaville of Charlotte Inc. for $150,000 in cash and notes. Principal is multiple station owner **Robert W. Rounsaville.** Rounsaville interests include **WQXI-WATL-TV Atlanta, Ga.; WCIN-WQXN-TV Cincinnati, Ohio; WOBS Jacksonville, Fla.; WMBM Miami Beach, Fla.; WLOU-WQXL-TV Louisville, Ky.** Mr. Rounsaville has application pending at FCC for sale of **WBAC**

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Cleveland, Tenn., to Fitch & Kile Inc. and has another application pending for purchase of **WSOK-WHYC-FM Nashville, Tenn.** (see separate item). Filed Sept. 4.

WLEU Erie, Pa.—Seeks assignment of license to Joseph P. Wardlaw Jr. for $85,000. Mr. Wardlaw is former salesman for I. B. M. Corp. Filed Aug. 30.

WGBI-TV Scranton, Pa.—Seeks transfer of control of permittee corporation to WCAU Inc. for $650,000. WCAU Inc. is licensee of **WCAU-AM-FM-TV Philadelphia, Pa.** Filed Sept. 4.

WSOK-WHCY-FM Nashville, Tenn. — Seek transfer of control and assignment of license to Rounsaville of Nashville Inc. for about $400,000. Principal is multiple station owner **Robert W. Rounsaville.** (For Rounsaville interests see separate item on his purchase of **WIOK Tampa, Fla.**) Filed Sept. 4.

KGUL-TV Galveston, Tex.—Seeks assignment of licensee and permittee corporation, to Gulf Television Co. Corporate change, no change in control. Filed Sept. 4.

Hearing Cases . . .

FINAL DECISIONS

KBOX Modesto, Calif.—FCC made effective immediately Initial Decision and granted application of Stanislaus County Broadcasters for assignment of license of KBOX to McClatchy Bcstg. Co. Announced Aug. 30.

Jacksonville, Fla.—FCC announced its decision of Aug. 29 granting application of Florida-Georgia Television Co. for new tv to operate on ch. 12 in Jacksonville, and denying competing applications of City of Jacksonville and Jacksonville Bcstg. Corp. Chairman McConnaughey and Commissioner Bartley, with latter issuing statement, voted for Jacksonville Bcstg. Corp. Commissioner Craven abstained from voting. Commission also announced its order of Aug. 29 denying that portion of petition for rule-making and request for stay filed June 29 by The Jacksonville Journal Co., which requested stay or conditional grant of above proceeding. Commissioners Hyde and Bartley dissented. The Jacksonville Journal Co. is licensee of ch. 36 **WJHP-TV Jacksonville.** Announced Aug. 31.

Coos Bay, Ore.—FCC gave notice that, since no exceptions have been filed to Initial Decision which looked toward grant of application of KOOS Inc. for new tv to operate on ch. 16 in Coos Bay, and Commission has not ordered review thereof, Initial Decision became effective Aug. 29. Announced Sept. 4.

OTHER ACTION

Hazard, Ky.—FCC denied petition by Perry County Bcstg. Co. for reconsideration and grant without hearing of its application for new am to operate on 1390 kc, 5 kw D, in Hazard; removed same from hearing and returned to processing line, and vacated scheduled Sept. 10 hearing. By separate order, denied petition by Hazard Bcstg. Corp. to set aside Chief Hearing Examiner's ruling which denied motion to accept its late appearance and dismissed its competing application with prejudice for failure to prosecute; dismissed as moot Hazard's petition for stay of further proceedings on Perry application. Announced Aug. 30.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Mexican broadcast stations mod. appendix containing assignments of Mexican stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting of Jan. 30, 1941.

Mexican Change List #194 **July 30, 1956**

600 kc

XEZ Merida, Yucatan—Increase power. 10 kw unl., DA-1. Class III. 9-30-56.

870 kc

XEMM Morelia, Michoacan—Change frequency from 1580 kc. 500 w D. Class II. 1-30-57.

XEQL Zamora, Michoacan—Delete assignment (vide 1580 kc). 1 kw unl., DA-N. Class II. 7-30-56.

920 kc

XEEX Culiacan, Sinaloa—Delete assignment. 5 kw, unl., DA-N. Class III. 7-30-56.

1010 kc

XEWS Culiacan, Sinaloa—New. 5 kw D, 250 w N. Class II. 1-30-57.

1320 kc

XEJL Montemorelos, Nuevo—Change call letters from **XEHW.** 100 w N, 250 w D. Class IV. 7-30-56.

1440 kc

XEHW Rosario, Sinaloa—Change call letters from **XEJL.** 250 w unl. Class IV. 7-30-56.

1580 kc

XEQL Zamora, Michoacan—Change frequency from 870 kc. 1 kw D, 100 w N. Class II. 1-30-57.

XEMM Morelia, Michoacan—Delete assignment (vide 870 kc). 500 w D. Class II. 7-30-56.

Changes in Canadian Stations

Canadian Change List #104 **Aug. 13, 1956**

850 kc

CBG Gander, Newfoundland—Delete assignment. 1 kw unl., DA-1. Class II.

1350 kc

CBT Grand Falls, Newfoundland—Delete assignment. 1 kw unl. Class III.

1400 kc

CKCL Truro, N. S.—Delete assignment. 250 w unl. Class IV.

Routine Roundup . . .

August 30 Decisions

Broadcast Actions

By the Commission

Following were granted renewals of licenses on regular basis:

KACT Andrews, Tex.; KBKI Alice, Tex.; KFRD Rosenberg, Tex.; KGAS Carthage, Tex.; KGFW Kearney, Neb.; KTXL San Angelo, Tex.; KXOX Sweetwater, Tex.; KCGT Orange, Tex.; KSTB Breckenridge, Tex.; KLYN Amarillo, Tex.; KSML Seminole, Tex.; KIWW San Antonio, Tex.; KPAT Pampa, Tex.; KEYE Perryton, Tex.; KFTV Paris, Tex.; KTER Terrell, Tex.; KASM Albany, Minn.; KCFH Cuero, Tex.; WACO Waco, Tex.; KWFR San Angelo, Tex.; KLUF Galveston, Tex.; KOLJ Quanah, Tex.; KNET Palestine, Tex.; KNCO Garden City, Kan.; KRWS Post, Tex.; KTXC Big Spring, Tex.; KTFS, Texarkana, Tex.; KLCB Libby, Mont.; KTLW Texas City, Tex.

Following noncommercial, educational, fm stations were granted renewal of licenses on regular basis:

KCVN Stockton, Calif.; KHBL Plainview, Tex.; KSLH St. Louis, Mo.; KSUI Iowa City, Iowa; KUHF Houston, Tex.; KUSC Los Angeles, Calif.; WBEZ Chicago, Ill.; WBKY Lexington, Ky.; WDUQ Pittsburgh, Pa.; WEVC Evansville, Ind.; WGRE Greencastle, Ind.; WNYE Brooklyn, N. Y.; WOUI Athens, Ohio; WPWT Philadelphia, Pa.; WTDS Toledo, Ohio; WTHS Miami, Fla.; WUOA Tuscaloosa, Ala.; WUOM Ann Arbor, Mich.; WUOT Knoxville, Tenn.; WVSH Huntington, Ind.; WWHI Muncie, Ind.; WITJ Ithaca, N. Y.

August 30 Applications

Accepted for Filing

Modification of Cp

KYAT (TV) Yuma, Ariz.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 25, 1957.

WGEM-TV Quincy, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 24, 1957.

KTBS-TV Shreveport, La.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 1, 1957.

KFBC-TV Cheyenne, Wyo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 15.

KETA (TV) Oklahoma City, Okla.—Seeks mod. of cp (which authorized new noncommercial, educational tv) for extension of completion date to March 18, 1957.

KOED-TV Tulsa, Okla.—Seeks mod. of cp (which authorized new noncommericial, educational tv) for extension of completion date to March 21, 1957.

Remote Control

WAGA Atlanta, Ga.; WALY Herkimer, N. Y.;

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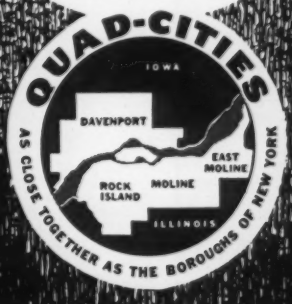

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WHBF AM TV

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REPRESENTED BY AVERY-KNODEL

WIMA Lima, Ohio; WTCH Shawano, Wis.
SCA
KELE (FM) Phoenix, Ariz.

August 31 Decisions

ACTIONS ON MOTIONS

By the Commission

Amendment of Parts 1 and 17—By order of Aug. 29, Commission, on request by **A. Earl Cullum Jr.**, Dallas, Tex., extended from Sept. 3 to Nov. 5 time for filing comments in Docket 11665 (proposal to amend Parts 1 and 17 to locate tall radio towers on "antenna farms"), with rebuttal comments to be filed within 20 days thereafter.

By Commissioner Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to and including Sept. 24 to file exceptions to Initial Decision in Pittsburgh ch. 4 proceeding (Television City Inc., McKeesport, Pa., et al.) Action Aug. 29.

Television East Bay, Oakland, Calif.—Granted petition filed Aug. 28 for extension of time to and including Sept. 7 to file exceptions to Initial Decision, and time for filing replies to such exceptions to and including Sept. 21, in ch. 2 proceeding, involving it and Channel Two Inc., et al. Action Aug. 30.

By Hearing Examiner Jay A. Kyle

KLFT Golden Meadow, La.—On Hearing Examiner's own motion, ordered that prehearing conference and hearing presently scheduled for Sept. 7 and Sept. 19, respectively, are continued without date, re am application of KLFT. Action Aug. 30.

September 4 Applications

Accepted for Filing

License to Cover Cp

KBVM Lancaster, Calif.—Seeks license to cover cp which authorized new am.

KLGA Algona, Iowa—Seeks license to cover cp which authorized new am.

WPRT Prestonburg, Ky.—Seeks license to cover cp which authorized change in frequency; increase in power; change in ant.-trans. location, and operation of trans. by remote control.

WINX Rockville, Md.—Seeks license to cover cp which authorized change in hours of operation; installation of DA-N, and remote control operation of trans. from 8 E. Baltimore Rd., Rockville, while using NON-DA.

WMAX Grand Rapids, Mich.—Seeks license to cover cp which authorized increase in power and changes in ant. system.

WMNA Gretna, Va.—Seeks license to cover cp which authorized new am.

Modification of Cp

WBFY Charlottesville, Va.—Seeks mod. of cp (which authorized new am) for extension of completion date.

Remote Control

KJLT North Platte, Neb.

Renewal of Licenses Returned

KWNA Winnemucca, Nev. (Re name of licensee); **KTOY (FM) Tacoma, Wash.** (Improperly filed.)

September 5 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 31

KJLT North Platte, Neb.—Granted authority to operate trans. by remote control from Hirschfeld Bldg., 600 N. Dewey St.

KPOO San Francisco, Calif.—Granted extension of completion date to 11-30-56; conditions.

Actions of August 30

WWDC Washington, D. C.—Granted license covering changes in DA-D and change from DA-1 to DA-2; conditions.

WUSC-FM Columbia, S. C.—Granted authority to operate trans. by remote control from 1316 Pendleton St.

Following were granted extensions of completion dates as shown: **KFBC-TV Cheyenne, Wyo.**, to 3-1-57; **KPOL Los Angeles, Calif.**, to 12-12-56, conditions; **KITN Olympia, Wash.**, to 11-10-56; **KTBS-TV Shreveport, La.**, to 3-1-57.

Actions of August 29

Following were granted licenses for am stations: **WSRW Hillsboro, Ohio**, condition; **WFST Caribou, Me.**; **WCHI Chillicothe, Ohio**; **WELD Fisher, W. Va.**

KDQN DeQueen, Ark.—Granted license for am station.

WALY Herkimer, N. Y.—Granted authority to operate trans. by remote control from Palmer House, 269 N. Main St.

Following were granted extensions of completion dates as shown: **WARK Hagerstown, Md.**, to 11-1-56; **KHOT Madera, Calif.**, to 11-1-56, condition; **WTOB-TV Winston-Salem, N. C.**, to 3-3-57.

Actions of August 28

WTCH Shawano, Wis.—Granted authority to operate trans. by remote control from 107-113 E. Green Bay St., while using NON-DA.

Actions of August 27

Following were granted extensions of completion dates as shown: **WMFD-TV Wilmington, N. C.**, to 3-15-57; **KVVG (TV) Tulare, Calif.**, to 3-1-57; **KLFY-TV Lafayette, La.**, to 3-24-57; **WJTV (TV) Jackson, Miss.**, to 3-22-57.

UPCOMING

Sept. 10-11: RAB southern managers' conference, Biloxi, Miss.

Sept. 10-12: French Language Radio-Tv Broadcasters Assn., annual meeting, Alpine Inn, Ste. Marguerite, Quebec.

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

Sept. 13: NARTB Freedom of Information Committee, Waldorf-Astoria, New York.

Sept. 13-14: RAB northeastern conference, Skytop, Pa.

Sept. 13-14: Michigan Assn. of Radio-Tv Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 14-15: Institute of Radio Engineers annual Fall Symposium, Mellon Institute Auditorium, Pittsburgh.

Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.

Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

NARTB CONFERENCES

Region 5 (Minn., N. D., S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.

Oct. 3-4: NARTB Tv Code Review Board, Tides Inn, Irvington, Va.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 5: Ohio Assn. of Radio-Tv Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.

Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.

Oct. 12-13: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.

Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 18-20: Gamma Alpha Chi, National Women's Professional Advertising Fraternity, biennial national convention, U. of Illinois, Urbana, Ill.

Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn. annual convention, Hotel Clift, San Francisco.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

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RADIO

Help Wanted

Managerial

Sales manager for only radio station in pleasant Pennsylvania city of 50,000—county of 110,000. One kilowatt station now in 19th year. Excellent income—career opportunity. Send resume and photo. Don't hesitate, this position will be filled fast. Box 720A, B•T.

Little Rock, Arkansas—KOKY—New all-negro programmed station staffing—need 2 experienced white men for executive positions—program director—assistant manager and sales manager—accepting applications through September 15—if you like money and want to move up with rapidly expanding organization send complete resume and photograph first letter or application not considered. John McLendon, Box 1956, Little Rock, Arkansas.

Salesmen

Upstate New York sales. Man or woman experience. Send photo, resume, wage demand. Box 697A, B•T.

Opportunity knocks. Chance for aggressive salesman to be own boss and make a little money. Box 709A, B•T.

RADIO

Help Wanted—(Cont'd)

Salesman

Salesman for one kilowatt, well established in single station market. Progressive management, sales aides to support honest effort. If you want income and career opportunity this is for you. Also opening for sales trainee. Send photo and resume. Box 719A, B•T.

Salesman now working in small market and desires to move to one of the nation's wealthiest-largest markets. Guarantee, commission, numerous benefits. Washington, D. C. area. Box 767A, B•T.

Salesman-announcer for growing west coast market. Excellent opportunity, located in college town with good schools, churches, recreation facilities. Frank Flynn, KCOV, Box 689, Corvallis, Oregon.

Salesman: Guaranteed weekly salary, plus commission. Accounts assigned for service. Car allowance. Profit sharing plan. Immediate opening. Contact Manager, KHBG, Okmulgee, Oklahoma.

Little Rock, Arkansas—KOKY—new all negro programmed station. Needs experienced white sales manager. If you like money and want to move up with rapidly expanding organization, send resume and photograph immediately. John M. McLendon, Box 1956, Little Rock, Arkansas.

Are you it? Want a salesman. Salaried. Salary based on sales. Opportunities for advancement. Write WARK, Hagerstown, Maryland.

OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

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Mr. James Bell, Employment Manager, Dept. Y-3J
RCA Service Company, Inc.
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RCA SERVICE COMPANY, INC.

RADIO

Help Wanted—(Cont'd)

Salesmen

Salesman—immediate opening. Good market, pleasant working living conditions. Liberal commission. Full particulars, sales record, photo, first letter. WCVI, Connellsville, Pennsylvania.

Announcers

Wanted—Glib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever quips, novel record intros wanted by station in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 639A, B•T.

Announcer—experienced. Night shift. Capable of handling news broadcasts. Box 699A, B•T.

Immediate opening in southeast Florida station now in 21st year. Top station in area. Must be good morning man, versatile, personality able to handle fast paced, very busy morning show on CBS station. Combo operation. Want no drifters. This is a permanent if you can qualify. Tell all in first letter, including salary expectations. Write Box 738A, B•T.

Combo man needed September 15. Box 756A, B•T.

New England, versatile DJ who believes there are records other than top 20. Good knowledge music and flair for programming. New England residents only. Small station, daytime, resort area. Send details and salary desired to Box 759A, B•T.

Announcer, first phone, sober, reliable with top-notch sell ability. Technical ability sufficient for capable routine equipment maintenance. Right salary for right man. Northwest Georgia independent. Box 769A, B•T.

Little Rock, Arkansas—new negro station—KOKY. Wants 2 experienced negro r & b DJ's. Southerners preferred. Send complete resume, photograph and tape immediately. John M. McLendon, Box 1956, Little Rock, Arkansas.

Wanted: Experienced announcer. Best working conditions, good pay. KROX, Crookston, Minn.

Wanted—announcer with first phone—accent on announcing—write stating base salary expected to Simon Geller, WCRV, Washington, New Jersey.

Announcer wanted by kilowatt daytimer, progressive station, congenial town. Send tape, photo, qualifications, expected salary first letter, Doyle Satterthwaite, WKBC, North Wilkesboro, North Carolina.

Florida fulltime 5000 watt NBC affiliate has opening for experienced salesman. Good draw on commission. WLAK, Lakeland, Florida.

Announcer—excellent opportunity for man with selling voice who can build musical shows from list of nation's top favorites and keep "intros" to selections brief and interesting. Send no tapes now. These will be requested later if you give complete outline of qualifications in letter to Program Director, WOC, Davenport, Iowa.

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintenance. Lovely, fast growing town, famous South Florida ocean beaches. $85 week to start. WSTU, Stuart, Florida.

Help wanted: Announcer with first phone license. WSYB, Rutland, Vermont.

Top pay for two sharp DJ's. Must be production minded and know pop music. Include any gimmicks and five minutes of news on tape, work history, references and small snapshot. No drunks or drifters. 5000 watt indie. Send tape to Bob King, WYZE, Henry Grady Bldg., Atlanta, Ga.

Technical

Wanted—engineers with first and second phone licenses. Salary will depend on qualifications and experience. Range $61.50 to $105.00 per week. Radio and television jobs available immediately. Experience not required. Write Box 529A, B•T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification and provide a recent snapshot. Box 593A, B•T.

Wanted—first class engineer who can serve as disc jockey. Send picture and state experience. Box 638A, B•T.

Experienced first engineer-announcer. Early morning shift. Cover remotes, cut discs, make tapes and care of equipment. You be chief. Immediate opening. Up state New York. Send photo, wage demand and when available to Box 698A, B•T.

Engineer with first class license. Experience desired in am and fm transmitter operation and maintenance. Single station city in medium sized Iowa town. Box 722A, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer with first class license. Experience not necessary. New England daytimer. Write Box 744A, B•T.

First class engineer needed at once Ohio 5 kw. $80 to $100 weekly, 48 hours. Box 752A, B•T.

Kentucky station needs first class engineer immediately. Beginner acceptable. Write full details. Box 754A, B•T.

Chief engineer for small market, 250 watt independent. Emphasis on maintenance. No announcing. Ideal community located on water. Salary open. Contact G. P. Richards, WCEM, Cambridge, Maryland.

Transmitter engineer to work at fifty kilowatt transmitter station near Albany, New York. Write WPTR, Box 142-A, West Albany, New York or telephone UNion 9-5521.

Chief engineer, 1000 watt daytime station with remote control. Apply WKBC, North Wilkesboro, North Carolina.

1st phone engineer. Chance for advancement, send full details to Dan Williams, WVOT, Wilson, North Carolina.

Immediate opening chief engineer. Complete responsibility, small Virginia station. Excellent opportunity. Top salary. Contact Woodbury S. Ober, call Orange, Virginia, 7263, collect.

Programming-Production, Others

Copywriter, receptionist needed immediately. Montana station. Applicant should have limited experience in booking and traffic duties. Include photo, references and salary requirements in application. Box 652A, B•T.

Little Rock, Arkansas—KOKY—new negro programmed station. Wants experienced, white "live wire" program director. Must have ability to supervise personnel and assume managerial duties. If you like money and want to move up, send resume and photograph immediately to John M. McLendon, Box 1956, Little Rock, Arkansas.

Copywriter, female — wonderful opportunity, metropolitan, long-established am station. Opportunity for advancement into our tv station. Send resume and sample of copywriting or call for appointment, Ralph Kanna, WKNB, 1422 New Britain Avenue, West Hartford 10, Connecticut.

WIND, Chicago, interested in top-quality office girls with radio experience for key positions to handle expanding business volume. Write Program Director.

Copywriter, young man, needed for vhf-am operation in excellent market. Radio writing experience necessary; tv not essential. Opportunity to learn tv writing and production. Request response from persons able to visit station as interview necessary before hiring. Send personal resume including samples to Continuity Director, WOOD and WOOD-TV, Grand Rapids, Mich.

Situations Wanted

Managerial

I'm no magician but—if you have the facilities and a market, I can make your station pay off. Top ratings in 90 days. Over 20 years operating experience. Presently gainfully employed but seek a market half million or more. Moderate salary plus percentage of gain. Box 502A, B•T.

Manager: Investigate before you invest! Factual outline, administrative and personal sales record; bonafide details and figures; top accredited industry reputation; substantiated local/national sales know-how business getting ability. On your desk—at your request! Nothing to lose. Confidential. Box 518A, B•T.

Sales manager: Don't try to top a proven pro—hire his experience and know-how! Factual outline and bonafide detailed personal sales record substantiating national/local business getting ability yours for the asking. Now working but confidentially seeking your inquiry. "Don't let a good one get away." Box 519A, B•T.

Manager with outstanding sales and programming record is interested in association with midwest major market or medium market independent as sales manager. Present earnings in five figure bracket. Will also consider stock option program in lieu of certain salary considerations. Only stations seeking permanent and long term sales management need apply. I am a family man who is interested in making a lifetime connection in a market in excess of 50,000 in the midwest. Box 596A, B•T.

Experienced general manager—am-tv—currently heading top-rated small market network operation. Have fine New York-Chicago agency and advertiser contacts. Want to relocate with progressive operation seeking first-rate sales results and economical operation. Box 617A, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Top-flight general manager available immediately. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to medium-large market where I can build your sales from red to black in a short time (have one of the finest sales records and pride myself on sharp economical operation). For complete details and background, Write Box 618A, B•T. Confidential.

Well known radio executive leaving present post. Would like thriving, competitive medium market, where sales knowhow and sharp programming will pay dividends for both you and myself. Have finest industry references and top record. Write Box 619A, B•T.

Manager. Experienced independent and network. Small or medium midwest market, Box 623A, B•T.

Manager with go-getting sales ability proven record, contagious enthusiasm for radio plus chief engineer. Moderate salary, plus percentage. Best character, technical and other references. Box 628A, B•T.

Sales manager who "loves to sell", New Jersey independent has immediate opening. Right man can earn good five figure income. Box 673A, B•T.

Ownership plus active management opportunity desired. Can make small investment. Family. 12 years radio background. Top references. Box 659A, B•T.

General manager-sales manager. Currently heading top independent in mid-eastern medium market. Wishes to relocate with progressive operation. Exceptional sales and management record, finest references. Box 708A, B•T.

Hard-hitting general manager with emphasis on sales available immediately. Highly experienced in every phase of radio and television. Young, aggressive with many years in the business. National contacts, outstanding sales producer of proven ability and know-how. A real money maker. Let's get together. Box 771A, B•T.

Station manager with programming experience and ability. Independent 250 watt fulltime New England, newspaper affiliation, 50,000 city. Full details in first letter. Box 739A, B•T.

Attention station owners: Manager-engineer team available to operate your station profitable. Box 740A, B•T.

Manager for small market. Young, aggressive, proven sales, program, ideas. Box 761A, B•T.

Salesmen

6 years radio announcer, program director. Wants more sales experience. Box 736A, B•T.

Commercial manager. High calibre salesman, as good as the opportunity. No better. Announcer, first class license if necessary. Box 741A, B•T.

Announcers

DJ-News-sports, presently employed — married. Want to relocate in larger market in the east. Box 668A, B•T.

Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 677A, B•T.

Broadcasting school graduate, strong on hard sell commercials, news, sports, DJ, board, play-by-play. Excellent references, hard working, vet, married, ambitious. Tape, photo, resume. Box 679A, B•T.

Staff announcer, negro, thoroughly trained, news, commercials, DJ, board, tape available. Box 682A, B•T.

Announcer-radio-tv. On-camera commercials. 9 years radio, 2 years tv. Single, veteran, 33. $85. minimum. Prefer midwest, consider elsewhere. Box 692A, B•T.

Experienced combo announcer-DJ. Young, versatile, knows music. Working for 1st ticket. Tape available. Box 707A, B•T.

Stop—look—experienced announcer—single—veteran—network experience—have suitcase. Box 725A, B•T.

Top announcer, first phone, 4 years experience, presently employed, wish to locate in northeast. Box 727A, B•T.

Personality shows by man experienced as program director, writer, assistant manager. College trained, knows music, prefers jazz. Needs organization after adult listeners. Excellent references. No hillbilly, junk or gospel music. Serious inquiries only. Box 742A, B•T.

DJ-news. 1½ years present station. Married. Vet. 29. B.A. Speech. Minimum $75. Prefer Texas, Gulf or Pacific Coast. Tape, resume on request. Box 747A, B•T.

Easy, relaxed DJ. Can really sell for you. Good news. Desire moderate size market. Married, vet, experienced. Box 755A, B•T.

Presently employed 250 watt southeastern network affiliate. Can't hold accounts on air due to poor programming. Are you strong on programming, personalities? Sales manager's reference. Box 770A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, negro, real crazy disc jockey. Some experience. Tape available. Box 760A, B•T.

Experienced staff announcer. Single. Car. Veteran. 25. Bob Cohen, 2020 Canal Street, New Orleans. Phone MAgnolia 9177.

Experienced pop DJ. Formally with top indie in metropolitan market. Easy, friendly style. Seeks change, northeast preferred. Write: Announcer, % Room 457, 2 Broadway, N. Y. C., N. Y., or phone WHitehall 3-7387.

Experienced announcer, 7½ years experience. Strong on news, commercials. Married. Veteran. Permanent. Box 283, Eau Claire, Wisconsin.

Technical

Engineer, announcer. Versatile announcer, 12 years experience. College grad. Have always been chief engineer. Contact Jim Robinson, 2740, Muleshoe, Texas.

Programming-Production, Others

Former Wisconsin tv-am newsman seeks to return to Badger state. Currently employed metropolitan news department. Box 743A, B•T.

Representation on the west coast available for agency with limited budget. 35 year old "girl" available for follow-through on all details concerned with tv and radio production; media; research; surveys; publicity; public relations; etc. Eight years experience in all phases of advertising listed, plus shorthand, typing and agency billing procedure knowledge. Married, no children. Located in Los Angeles. Replies confidential. Box 750A, B•T.

Newscaster. Peabody award winner. Eight years news experience, network and independent radio. Dick Jacobs, 10613 Woodbridge, North Hollywood, California.

Newsman. 7½ years experience. Seek am-tv combination, or progressive am. Permanent. Married, veteran. Box 283, Eau Claire, Wisconsin. Phone TEmple 5-9914.

TELEVISION

Help Wanted

Salesmen

Immediately need salesman for well established southeastern NBC-TV affiliate, should either be experienced in tv or radio sales. Starting salary based on experience. Will receive on-the-air billings and cream accounts. Box 768A, B•T.

Wanted: Tv times salesman, **in the nation's fastest growing** market. Must have **sales experience** however tv experience is not necessary. **Liberal** salary, draw and commission. **Contact Mike** Kitay, KTVR, Denver, Colo., or **Hugh Larue,** WINS, New York.

Let us show you an exceptional opportunity for experienced tv salesman. Salary plus commission. Send resume and we will send details. General Manager, WSEE-TV, Erie, Pennsylvania.

Announcers

Announcer-director. Ability to do convincing "on-camera" selling. Control room and production experience preferred, send resume and photo. Will request tape later if wanted. Manager, KKTV, Colorado Springs, Colorado.

Continues on next page

FIRST-CLASS COMBO-MEN

Right now we have several outstanding opportunities for men with First Class Tickets. If you're interested and qualify, let us hear from you right away.

NATIONAL RADIO & TV EMPLOYMENT SERVICE

5th Floor
1627 "K" Street, N. W.
Washington 6, D. C.

TELEVISION

Help Wanted—(Cont'd)

Technical

Engineer—1st phone for large, expanding tv station. Heavy on maintenance desirable. Central New York State. Excellent opportunity. Box 764A, B•T.

Transmitter engineers for aggressive vhf, DuMont experience preferred, however will consider any man with good technical background. Send details, schooling experience, family status, photo, salary, Chief Engineer, KERO-TV, 1420 Truxton Ave., Bakersfield, California.

California network vhf. Engineering opportunity. We need engineers at once for expanding operation in two of California's finest small coastal cities. Must be fully qualified and experienced in maintenance and operation, both studio and transmitter. Excellent opportunity for right men. Periodic raises and profit sharing plan demands initiative and cooperative attitude. Give complete experience and references. Send full information to Bill Hargan, Chief Engineer, KSBW-TV, Post Office Box 1651, Salinas, California.

Need first-second class license men for studio-transmitter-operating-maintenance. Full resume first letter to Chief Engineer, WHTN-TV, Huntington, West Virginia.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. State salary requirements with resume. Box 509G, B•T.

Established midwest tv station wants aggressive newscaster. Must have broadcast experience. Complete film facilities available. Must be go-getter. Complete resume and photo required. Salary open. Box 670A, B•T.

Account opportunity in network for man experienced in general or program cost accounting in station in medium sized or larger market, willing to relocate in major market. College degree in Accounting, Finance or General Business. Experience in public accounting preferred. Age limit 32. Send detailed resume to Box 671A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Girl as assistant to program manager. Established network vhf. Experienced on-camera helpful but not required. Typing and shorthand essential. Box 711A, B•T.

Excellent opportunity for alert promotion man. WFMY-TV, Greensboro, North Carolina, needs a promotion director. Must have experience in radio and/or television. Job entails supervision as well as execution of newspaper advertising, program, station and market promotion in trade press, on the air promotion, research and develop sales promotion aid. This is a 3-person department in a progressive station. Send full details on training and experience, along with photo.

Opportunity for good newsman with some staff work. Tv only. Write qualifications and availability. Peter F. Gallagher, WGLV-TV, Easton, Pennsylvania.

Situations Wanted

Managerial

Television manager available. Finest sales record. Seeking progressive operation that needs sales boost. Full details, write 616A, B•T.

Top-flight general manager available immediately. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to medium-large market where I can build your sales from red to black in a short time (have one of the finest sales records and pride myself on sharp economical operation). For complete details and background, write Box 618A, B•T. Confidential.

Salesmen

Man of experience, initiative and ability in radio-tv spot and station sales, sales development, promotion and merchandising, seeks challenging job here in New York City with broadcasting outfit, representative or advertising agency. He's a clear thinker and self starter, with the creative know-how to stimulate interest and close sales. Can lead as well as follow. Excellent contacts. Top references. Box 766A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

6 years radio announcer, program director, seeks tv staff spot. Box 737A, B•T.

Technical

Tv studio engineer, tv trained, first phone. Experience includes 2 years as studio technician and supervisor, 1 year video. Have directed, understand production. Interested California but will consider opportunity anywhere. Box 745A, B•T.

Programming-Production, Others

Promotion director of former uhf. Responsible for creation, production, promotion, sales of approximately 20 weekly live shows. Ambitious! Young, exempt, BS, seek position with future. Box 457A, B•T.

Tv-director-producer. 3 years New York agency-network. 2 years senior tv director top independent station. Brochure and references upon request. Box 765A, B•T.

Producer-director desires change . . . present employment secure. Excellent television background. Box 746A, B•T.

Creative Writer, news background, wants staff job. Attended Stanford University Television Institute. Competent—agile mind—good appearance. Will relocate. A. Papkoff, 282 Bemis Street, San Francisco.

FOR SALE

Stations

Northeast—local 250 watter, single station breaking even. Owner-manager could make money. $20,000 cash—assume $16,000.00 bank notes. 9 year attractive lease on building with transmitter at one location. Present absentee ownership. Contact Katherine Strobuck, phone Amsterdam VI 3-2299, or Box 715A, B•T.

Two midde south small market stations. each can be purchased well below $50,000 and on liberal terms. Paul H. Chapman, 84 Peachtree, Atlanta.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

THESE TV PRODUCTION-EXPERIENCED PEOPLE EAGERLY ADAPTABLE TO YOUR OPERATION

CHICAGO TV PRODUCTION CLASS AT WORK

STUDIO-TRAINED FOR ALL PHASES OF TV PRODUCTION WORK PLUS A VARIETY OF INDIVIDUAL QUALIFICATIONS MAKE THESE PEOPLE AND OTHER NORTHWEST GRADS LIKE THEM ESPECIALLY VALUABLE TO YOU AS EMPLOYEES. A FEW ARE NOW AVAILABLE IN EVERY SECTION OF THE COUNTRY. FOR COMPLETE INFORMATION FOR ANY PERSONNEL NEED WRITE, WIRE, CALL JOHN BIRREL, EMPLOYMENT COUNSELOR.

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE—(Cont'd)

Stations

Write now for our **free bulletin of outstanding** radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

For the best station buys in the east and south. Call John Hanly, 1737 De Sales Street, N. W., Washington, D. C. EXecutive 3-2185.

Equipment

One Amertran 5 kw modulation transformer. Electrically OK. Needs 3 terminals. Primary 1875-1875 ohms. Secondary 3200-4000 ohms. Cost approximately $1,400.00. Make offer. Box 723A, B•T.

Complete fm station $2,850. GE BT-1-B 250 watts with monitor and GE BY-4-A four bay antenna. 300 ft. ⅞-inch coax tuning condenser for use on am tower. Box 751A, B•T.

For sale, 4 ten foot diameter and 5 six foot diameter solid reflectors, make offer. Frank C. Carman, Radio Station KLUB, Salt Lake City, Utah.

For sale—150 ft. self-supporting IDECO tower, insulated. Call or write WARK, Hagerstown, Maryland.

REL type 695 50 watt transmitter and receiving units. Whipe and receiving dipole, 35 ft. windup mast and trailer. Now operating on 153.11 meg. Contact WCEC, Rocky Mount, N. C.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Best offer takes insulated self-supporting 150 ft. tower. Call REpublic 7-8000, Washington, D. C.

WANTED TO BUY

Stations

Private sales. Dignified personal service. Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: One used live camera chain. Prefer field power supply and control unit. Box 525A, B•T.

Wanted: One TK-20D film chain. List components included. State condition and price first letter. Box 748A, B•T.

Used five or six bay superturnstile antenna for channel four. Give all information first reply. Box 757A, B•T.

Wanted: New surplus radio transmitting tubes any quantity. Types 893, 898, 852, 857, for Trans-International Fowarders, Inc., 82 Beaver Street, New York 5, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N.W., Washington 6, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

STANDING STILL WHERE YOU ARE?
STYMIED BY SMALL MARKET BLUES?

We've got nothing but money for a real sales producer, growing market near Washington-Baltimore. Protected accounts, RAB sales helps. Liberal salary commission basis. Send resume and photo first letter. We are ready to go NOW.

Box 690A, B•T

RADIO AND TELEVISION SALESMAN

Young, successful background and personable, age 27-32. Executive ability, experienced radio and TV sales required. Must be willing to relocate with specialized agency located in suburb of metropolitan New York. Opportunity to join organization highly respected in advertising circles. Modest salary to start. Incentive arrangement when ability is proven. Write fully, send photo if possible.

Box 749A, B•T

RADIO

Help Wanted—(Cont'd)

SALES ENGINEERS

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as for non-travelling positions for sales engineers in midwest home office. Technical radio background is essential, preferably as Chief Engineer of AM radio station. These are permanent positions with a future with a growing company. Please send complete resume and photo to

Box 753A, B•T

Announcers

DISC JOCKEY

Have opening for Negro DJ on Miami's top rated R & B station, WFEC. Must have at least 2 years experience. Send tape and resume. Write WFEC, Miami, Florida.

NETWORKS

RADIO NETWORK PROGRAM EXECUTIVE

Opportunity for creative person with broad experience in program development—preferably at local station.

Send resume giving full details.

Box 758A, B•T

RADIO

Situations Wanted

Managerial

MANAGER

Dick Rudolph, former General Sales Manager of WITH, Baltimore, is available. Has averaged over $200,000 annual sales for past ten years. Also served with Hearst newspapers for 10 years. Know all agencies and advertisers in Baltimore, Philadelphia, Washington and Richmond. Best reference is my record.

6611 Edenville
Baltimore, Maryland

Announcers

Top Rated Disc Jockey and Top Air Salesman with Impressive List of Sponsors in Major Metropolitan Market Desires to Better Himself Financially.

Box 763A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

MISCELLANEOUS

NOTICE

- One Shure Microphone, Model 300. Ser. 2642
- Two Altec Microphone System Model M20, Ser. 1129 and 1130
- One Electro Voice Filter-type Microphone
- One Electro Voice Microphone slim-line-type
- One McIntosh Amplifier, Model 150A, Ser. 7216
- Two General Electric Amplifiers, A1320

These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver 2, Colorado.

Any information of the above listed items should be sent to this office or to Detectives G. E. Torrea or G. F. Curnow, Detective Division, Police Department, City of Denver.

CALIFORNIA NETWORK VHF ENGINEERING OPPORTUNITY

We need engineers at once for expanding operation in two of California's finest small coastal cities. Must be fully qualified and experienced in maintenance and operation, both studio and transmitter. Excellent opportunity for right men. Periodic raises and profit sharing plan demands initiative and cooperative attitude. Give complete experience and references. Send full information to Bill Hargan, Chief Engineer, KSBW-TV, Post Office Box 1651, Salinas, California.

Now Playing: Celler-ama

LAST month, at its national convention, the Democratic party solemnly reaffirmed its faith in the American free enterprise system as a cornerstone of its platform. One of the architects of that platform was Rep. Emanuel Celler of New York, chairman of the House Judiciary Committee and of its subcommittee on antitrust.

On Thursday Mr. Celler will lift the curtain on his committee's television investigation which has all the earmarks of a frontal attack on the very free enterprise system his party is pledged to foster.

It has been traditional, irrespective of party, to honor the confidentiality of business contracts in competitive fields, except where corruption is evident. Mr. Celler a fortnight ago held an "executive session" of his subcommittee in New York. Only three Democratic members, along with the staff, were present. He insisted that CBS and NBC produce all contracts with talent, outside packagers and advertisers.

Failure to produce these documents, along with memoranda, reports of conversations, and all else, he cautioned, would bring citations for contempt. The fact that the networks would themselves be culpable if they disclosed the terms of certain confidential contracts evidently made no difference.

Mr. Celler is a lawyer. Would he spread on the public records the fees his firm has collected from clients who took advantage of his legal talents? Would he vote to disclose the amounts the government spends for junkets the world-over by members of Congress, who also are handed "pocket money" to be spent in each country they visit?

There is no monopoly in talent. Nor can there be. Talent comes and goes. The Walt Disney story is well known. ABC took a flyer on it. The other networks could have had the Disney contracts. And whatever happened to Kate Smith? Or Rudy Vallee?

NBC and CBS should resist the outrageous demands of Rep. Celler. Let him subpoena the records, if he dares. And then let the networks challenge him before the full committee, with Republican as well as Democratic members present. Then, if need be, let them challenge the committee's authority in the courts.

During its 10 days of public hearings, the Celler committee obviously intends to cover much of the ground previously explored by the Senate Commerce Committee and the Evins House Small Business Committee. Even before it gets to the network phases, it will hear witnesses representing the film syndicators, the antitrust division of the Justice Dept. and spokesmen for uhf broadcasters.

Mr. Celler, along with his committee colleagues, is running for re-election. He obviously wants to make publicity hay while the television sun shines. His constituency is in New York.

The timing here is all too obvious. A subdivision of government is using questionable authority for political gain through emblazoned headlines from the world's talent center.

Deintermixture Progress

THE FCC apparently has saved itself time and trouble by intercepting the engineering proposals of its staff incorporated in the June 25 deintermixture order. It develops that a number of basic engineering errors were made, thus changing the ground rules governing propagation, with the ultimate effect of throwing the whole allocation plan out of kilter. It would have made the FCC vulnerable to legal attack on overall tv allocations.

Upon recommendation of new Comr. T. A. M. Craven, an engineering expert, the FCC has postponed the deadline on the deintermixture comments from Sept. 10 to Nov. 15. This will allow time to revise the engineering curves, after consultation with practical consulting engineers. Reply comments are due 15 days later.

There are those who see political overtones in this postponement action because it defers action on the controversial deintermixture proposals until after the Nov. 6 election. But that was not in the minds of the FCC members. It was felt that at least 60 days would be needed to correct the errors and devise a legally impregnable formula.

There should be no further postponements, however. The FCC should render its final judgments with greatest possible dispatch. The public in the areas affected is being deprived of needed service. And the applicants should not be kept on tenterhooks.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Orders from Washington . . . the antitrust committee said send ALL our records!"

Fall and Rise

THERE are mounting signs—dollar signs, than which there are no signs better—that radio business is beginning to perk again with more of its oldtime vigor.

Station Representatives Assn., looking over its radio spot billings figures for the year to date, sees a distinct chance that spot radio not only will bill more than last year, but perhaps will even edge ahead of its all-time peak year of 1953 [B•T, Sept. 3]. If gains continue at their current pace, says SRA, a record-breaker is sure to result. Radio Advertising Bureau gets much the same report from its member stations around the country—and these bullish accounts apply to local business as well as national spot.

Parenthetically, it would be unjust to pass over the representatives and RAB without a word for the role they have played in radio's comeback. With aggressive, imaginative broadcasters at all levels—from local to network—they have worked manfully and long, through pessimistic times and against the voices of gloom and doom, in pounding away at radio's fundamental ability to reach the most for the least.

Network business generally is by no means out of the woods yet, but there too the renewed activity of advertisers—many of them returning to radio after long absences or stepping up current budgets—is more encouraging than at any time in recent years. In all, there seems good cause to think that, for broadcasters, radio once more is beginning to come in loud and clear—just as it has always done for the advertisers who have used it right.

STEADY increases in television billings are taken for granted. New national advertisers are coming into tv, some of them at the skillful persuasion of Television Bureau of Advertising whose presentations in major cities have begun to pay off.

New local and regional accounts also are being developed.

This process is considerably aided by the great wealth of program product which has come on the market in recent months. The acquisition of impressive libraries of feature films will enable many stations, independent and affiliate alike, to strengthen their appeal to sponsors. Additionally, of course, network schedules promise to reach new levels of perfection, and syndicated programs will be abundant and good.

The optimistic outlook is reflected in recent television station transfers. Prices of tv properties have never been higher. Vhf stations are commanding huge sale prices, and several uhfs have been sold for substantial money.

This is not to say that business throughout television is universally good. There are still uhfs struggling to keep afloat and indeed a few vhfs that find the going difficult. The problems of station scarcity in some areas have yet to be resolved.

On the whole, however, television is going to be a good business to be in in the fall of 1956 and indeed into the foreseeable future.

KPRC-TV Sells Houston With a Southwest Accent

KPRC-TV has sold Houston Gulf Coast folks since 1949 by givin' 'em what they want. Its top local programming is tailored to fit this Southwest audience . . . planned to entertain and sell every income group in Houston's expanding market . . . delivered with a Southwestern accent.
Buy programming experience that best serves the advertiser by first serving the audience . . . buy KPRC-TV.

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS, Vice President and General Manager

JACK McGREW, National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE